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KIRK SMITH
Editor-Publisher
4829 Saratoga Avenue
Ocean Beach, Calif.
Phone, Bayview 0017

THE BEACH NEWS

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"Buy At Home"—Patronize Your Community Merchant | "Buy At Home"—Patronize Your Community Merchant | "Buy At Home"—Patronize Your Community Merchant

Sea-Wall Proposed For Ocean Beach

OCEAN FRONTAGE

FROM NARRAGANSETT CLIFFS

TO MISSION BAY BRIDGE

A revival of the sea-wall proposition for Ocean Beach was made at the city hall this week with the exhibition of a copy of a petition for the construction under the Mattoon act of a sea-wall at Ocean Beach by the Keyes Engineering corporation inc. No estimate of the cost was submitted but the disclosure was made that E. L. Freeman of the Roy D. Keyes Engineering organization inc, would be made engineer of the project, and receive four percent of the cost of the improvement.

It was also stated that the improvement would be paid for by a bond issue to be paid off by the property owners of Ocean Beach, the bonds runing fifteen years, with deferred payment except for interest, for five years.

Under the Mattoon act these bonds cannot be paid off when the work is completed, as is possible under ordinary municipal proceeding, but must exist as a lien on each piece of property during the life of the bond.

Announcement is made that the proposed sea wall would include the ocean frontage from the cliffs at Narragansett avenue to the Mission bay bridge with the abutting property and the entire Ocean Beach district assessed pro rata for the cost of construction.

The present city council recently went on record as opposed to the application of the Matton act for any city improvement unless petitioned for by an extra large percentage of the property owners in the district affected.

BUSINESS BUILDING

ON VOLTAIRE STREET

CHANGES OWNERSHIP

The recently built business building on Voltaire street, in the middle of the block between Bacon and Cable streets, was sold early this week by Birney and Jenkins to Hamilton and Hilton of San Diego, for a consideration of $12,500. The building is of stucco.

BUYS BEACH PROPERTY

William Bushnell, of Panorama drive San Diego, has purchased through Wenrich and Warren, two lots on Brighton, near Ebers; two lots on Greene street and two lots on Cape May avenue, between Froude and Guigot streets. Mr. Bushnell is a firm believer in the great future of Ocean Beach, and will increase his investments.

Photographs—Froide—Bacon St

Honor To Whom Honor Is Due!

SEND LETTERS

BY AIR MAIL DURING

LINDBERGH CELEBRATION

There is a widespread movement for southern California to uphold its prestige as the world's heaviest per capita user of air mail by setting a new world's record for air mail volume on September 20, the day Colonel Lindbergh arrives in San Diego. The fact that he is an air pilot on leave and that he has expressed himself as follows, "I am proud to have done it for America. My reward will be your continued use of air mail," indicates that no greater tribute could be paid him than by sending all mail by air mail during the Lindbergh celebration next week.

Kodak Finishing—Froide—Bacon St.

CO-OPERATION COUNTS

If you don't think co-operation is necessary, watch what happens to a wagon if one wheel comes off.

$5 In Gold For You!

JAMES DOUGHERTY OFFERS

MONEY FOR APPROPRIATE

SERVICE STATION TITLE

With his new garage and service station at Santa Monica avenue and Bacon street almost ready for occupancy, James Dougherty is searching for a catchy name for his new modern establishment. At the present rate of progress, Mr. Dougherty expects to open the new service station next week-end and he is offering five dollars in gold for a suitable title. All names must be sent to Mr. Dougherty or to "The Beach News" before 12 o'clock (noon) next Thursday, when the chosen title will be announced and the prize awarded. The offer is open to all, old and young alike. Send in your suggestion now!

IS YOUR NAME

UPON THIS DOOR?

"Local newspapers are the front doors to communities by which sections are judged," says a sage contributor to the N. E. A. Bulletin.

STRAND THEATRE

Saturday, Ken Maynard in "The Overland Stage." On to the trading post, to victory, to love—a drama of the days when every mile westward meant fight and the bravest went to the fairest. If you thought there could never be more thrilling Western drama, go and see this one, it is wonderful. Ken and his wonder horse, "Tarzan" will give you more action than you have seen in a long time. The News Weekly and "The Cows Kimona," comedy.

Sunday and Monday, Billie Dove in "The Tender Hour." A never-to-be forgotten drama of a wife who was not a wife and a boy who dared the most tryannical man in all Europe to win back the right to call her his own.. She was tricked into thinking her sweetheart was dead. Her father sold her in marriage to an old man, the the boy she loved came back to claim her, how much would she pay for "One Tender Hour. Topics of the Day, fables and "Gooseland," comedy.

Tuesday and Wednesday, "Chang." The most thrilling picture ever made. It is entertaining and instructive, amusing and a true story, which certainly increases its human interest value. Its theme is gripping. Of pictorial beauty there is plenty. "Chang" is a marvel movie, nothing else describes it. Everybody should see it. The News Weekly and "Rushing Business," comedy.

Thursday and Friday, Joan Crawford in "The Understanding Heart." Peter B. Kyne's great story of the girl who shielded a convict from pursuit in a lonely forest outpost. Telling for the first time the fascinating tale of the forest rangers,the perils and adventures they meet from day to day. Unending thrill on thrill in the romance that won the applause of millions as a Cosmopolitan magazine story. "Howdy Duke," a Lupino Lane comedy and "The Relay," a Collegian junior feature.

STRICTLY Union Printing, at regular city prices. For service and satisfaction, Phone Bayview 0017.

"Quality In Citizenship For Glory Of City!"

SUPREME BEAUTY

MARKS REVIVAL OF FAMOUS

DRAMA AT LOMALAND

A distinguished audience assembled in the Greek theater last evening to witness the performance of "The Eumenides"—the ancient mystery-drama of Aeschylus, "the Father of Greek tragedy." Among the members of the California Bar association who accepted invitations to be Katherine Tingley's guests, were Justices of the Supreme court, and of the Appellate courts and a large number of Superior court judges, the president, several past-presidents and other officers of the Bar association; also the president of the American Bar association, Hon. Silas H. Strawn of Chicago, and attorneys from many parts of the state. Many local people prominent in artistic, musical, military, social, educational, literary and business circles were also present.

In the matchless Greek theater—well called "a jewel on the brow of beauty" and "the most beautiful Greek theater in the world"—with the whole landscape lending its loveliness to the scenic setting and the blue Pacific gleaming through the columns of the lofty Doric Stoa in the center of the arena—the beauty of "The Eumenides" was supreme.

Twenty-five years ago Katherine Tingley declared publicly that our own city was destined to become the Athens of America. And ever since that time she has been doing her part to help San Diego realize this higher destiny. The revival of this masterpiece by the greatest of the Greek dramatists is especially noteworthy in this connexion.

In the minds of cultured people Athens has ever since the Renaissance symbolized "The good, the true, and the beautiful," to use Plato's words. "Every forward-looking San Diegan" says Mme. Tingley, "should take as much pride in aiding our city to realize its higher destiny as he does in its increased population or its record-breaking building-permits. It is the quality of our citizens even more than their number that will build for the permanent glory of San Diego."

"Those who attend the Iris league's performances are assisting our city in fulfilling its higher destiny, and at the same time that they enjoy "a feast of the soul and a flow of wit," they become, at least for the time, modern Athenians, lovers of "the good, the true, and the beautiful."

The Pythian Prophetess, in Katherine Tingley's latest revival of Aeschylus' masterpiece, "The Eumenides," given again at the Greek Theater, Theosophical University, Point Loma, last evening, September 16.

". . . . Are sons of Dellas here?—
Let them, as custom is, approach by lot,
For as the god doth guide, I prophesy."

"LOMA BEACH" Or "POINT LOMA BEACH"?

SUGGESTS NAME CHANGE

FOR OCEAN BEACH

Mr. Kirk Smith,
Editor, "The Beach News,"

After talking with a good many people in San Diego, about this place and that place, and as to the beaches, will say that there seem to be a "jinx" on this beach, that they call (Ocean Beach) which is San Diego's nearest beach, and also located on beautiful Point Loma, (noted the world over.)

Now there are a number of Ocean Beaches, along both coasts, while there can never be but one Point Loma beach, and as I have said that Point Loma is world famous, then why should not, that be our rightful

(Continued on Page 8)

An Innovation For Pacific Coast Banks

Kodak Films—Froide—Bason St.

FINE NEW RESIDENCE

Matt F. Heller is having a handsome new stucco residence, costing $25,000 constructed at 3127 Zola street, Point Loma.

On the Air Next Week

W. W. Deuel, proprietor of the Strand Radio and Appliance Co., in the Kraft building on Newport avenue, announces that the biblical drama, with symphonic orchestral setting, selected for presentation over the Pacific Coast Network Sunday, Sept. 18, from 9 to 10 p. m., will be "The Woman of Jericho."

The National Broadcasting Co. will present Verdi's "The Masked Ball" under the direction of Max Dolin, Monday, Sept. 19, from 8 to 9 p. m. Verdi's opera, "The Masked Ball," was originally produced in Rome in 1859 shortly after Orsini's attempt upon the life of Napoleon III.

"Hits and Bits of College Days." will be broadcasted on Tuesday, Sept. 20, from 9 to 10 p. m. The colorful tunes of college days and those songs and melodies that are descriptive of the happy days of school life, comprise this unique program.

The quarrel scene from Mary Stuart by Schiller will be presented by the National players, Wednesday, Sept. 21, from 9 to 10 p. m. This interesting drama is the quarrel between Queen Elizabeth and Mary Queen of Scots which resmulted in the beheading of the Scottish queen. The character, Mary Stuart, will be portrayed by Emelie Melville, whose voice is so well known to radio audiences on the Pacific coast.

The Los Angeles studios will present a program of "Chamber Music," Thursday, September 22, from 9 to 10 p. m. All the musicians are members of the Los Angeles Philharmonic and Hollywood Bowl symphony orchestras.

"Courting on the Old Mill Pond" will be a new feature on the Memory Lane program over the Pacific Coast network Friday, September 23.

The regular Saturday Night revue will feature selected numbers from the week's program.

"BUY AT HOME"
Patronize Community Merchants

"BILLY" ENGLAND SELLS

ESSEX CARS LOCALLY AND BY

LONG DISTANCE PHONE

Early and late these days William F. England, widely and familiarly known as "Billy," the go-getting proprietor of the Mission Beach garage , is talking and selling Essex automobiles. He recently delivered a '28 sedan to Mr. A. Gibson of Brawley, California and has outfitted Mr. E. Brown of Lakeside with a fine new Essex car, with the latest equipment, and in which Mr. Brown will soon make a round trip to his former ranch near Douglas, Arizona. A recent record sale by the nterprising "Billy" England was his arrangement for the disposal and delivery of a new car to a customer, with the transaction being done principally by long distance telephone to Orange county. That's proof of deserved confidence in the seller and his commodity, while it helps to put "Billy" on the pinnacle of prosperity. He has secured the services of Arnold Smith as an energetic and industrious machinist and assistant salesman at the Mission Beach garage, where prompt and courteous service counts.

BANK OF ITALY

ARRANGES FOR TRAVEL BY

AIR, WATER OR LAND

A travel department that can arrange anything from a world cruise to a jog in an Irish jaunting car last been installed in the Bank of Italy. J. T. McClellan, special travel representative of the International Mercantile Marine in a number of countries for a number of years, has been installed as manager. The offices of the new department are with the International department of the bank in the Merchants Exchange building, San Francisco. Other offices will be established elsewhere.

The department will handle all phases of rail and steamer travel in any part of the world. A feature will be the establishment of an airplane travel service to arrange trips by air on the continent and elsewhere. It is expected that this feature will be particularly popular in view of the interest being taken in aviation in the United States.

The travel bureau was installed under the direction of L. M. Giannini, vice chairman of the board in the Bank of Italy and son of A. P. Giannini, founder of the bank. The feature is somewhat of an innovation for western banks but is expected to greatly stimulate the rail and highway travel of California and all other phases of passenger transportation.

Classified Ads Get Quick Results.
WE CIRCULATE

S. D. A. & N. Academy

Col. Thos. A. Davis, president of the acadamey, states that the largest enrollment in the history of the San Diego Army and Navy academy, exceeding by more than seventy-five students the number that attended during the 1926-27 term, attests to the growing popularity of the splendid educational institution located in Pacific Beach.

Colonel Davis also announces that 350 students, hailing from all parts of the United States and from the island of Java and the Philippines were on hand at the opening of the fall term Thursday. Applications of a number of the prospective students have been received and Colonel Davis believes that the total enrollment will exceed 400 before the end of September.

A new athletic field is being prepared for the increased number of students and the faculty augumented to instruct the youths in special courses that have been added to the curriculum.

Stationery—FROIDE'S, Bacon st.

POPULAR CONCESSIONAIRE

LEAVES FOR INDIANA

Thos. O. DeHart, a well-known concesionaire at Mission Beach, has gone to Indianapolis, Ind., to make his home for the winter. "Tom," as he was popularly called, was formerly connected with Kickham's roller skating rink where he made a host of friends.

SPECIAL BATTERY PRICES

BY P. A. KIERSTEAD

Announcement is made by P. A. Kierstead of the sale of 13-plate Willard batteries for $12 at the Kierstead service station, Voltaire and Cable street. Mr. Kierstead is a member of the Independent Service Station Association of California and has facilities for all kinds of auto repairing and equipment.

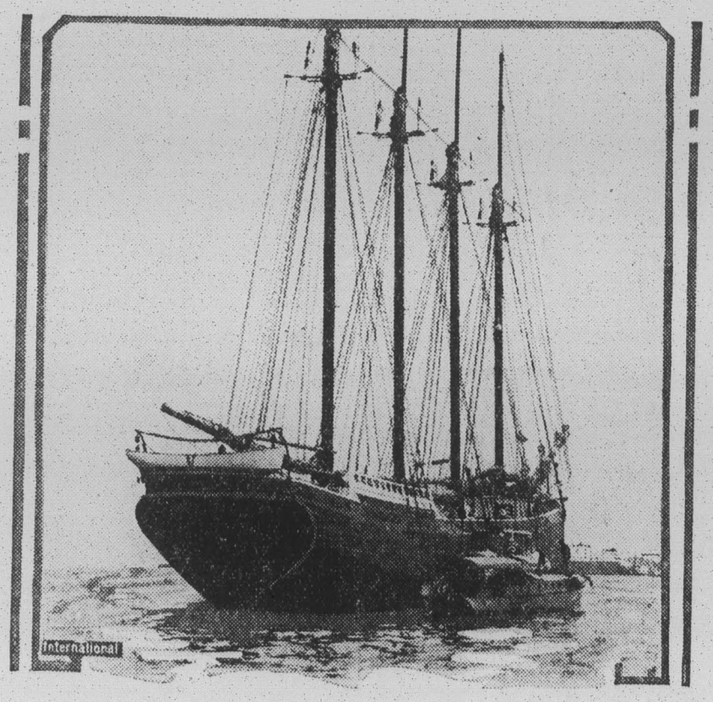
Hotel Wrecked in the Palestine Earthquake

Ruins of a hotel in Jericho which was shattered by the recent earthquake in Palestine. Three persons were killed here.

President Coolidge Fishes for the Camera Men

President Coolidge, while the guest of S. R. McKelvie, former governor of Nebraska, consented to do a little fishing for the benefit of the news photographers. In the picture he is seen casting in Slate creek, and the woods are full of camera men. Unfortunately, the fish would not bite that day.

Mutiny Ship in New York Harbor

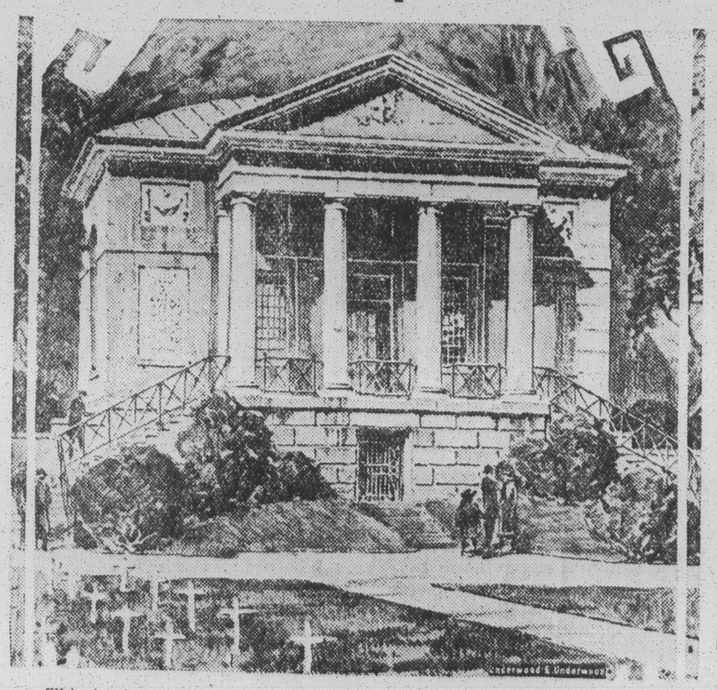


The four-masted schooner Kingsway that arrived at New York from the African gold coast after a voyage that was rife with mystery, murder and mutiny.

V. P. ALSO FISHES

Vice President Charles G. Dawes has been having a fine time fishing on the Philmonte ranch near Tulsa, Okla., where he was the guest of Waite Phillips. He is seen above about to go out after some trout.

For American Chapel at Suresnes



This is the design approved by the American battle monuments commission, headed by General Pershing, for the memorial chapel to be erected in the American cemetery at Suresnes, France, where many doughboys lie buried.

LUMBER QUEEN

Miss Nancy Alexander of Charlotte N. C., is the only woman member of the Southern Lumber Dealers' association. Although only twenty-one years of age, she represents one of the largest western lumber concerns with full direction of that firm's business in the Carolinas, Georgia, Florida and Alabama.

Golden State
News of Interest to All

California has increased her automobiles forty times in sixteen years—from 40,000 to 1,600,000 motor vehicles.

Tia Juana, picturesque resort town just across the international boundary, was visited by a devastating fire last week. An entire block in the center of the business section, including a dozen saloons, cafes and dance halls were destroyed, with a loss estimated at $500,000.

The supervisors were requested by the board of public works to issue an immediate call for bids for construction of the $225,000 Paul Revere School annex at Folsom street and Tompkins avenue, San Francisco. The new building will contain 16 classrooms and a kindengarten and will be of modern concrete construction.

Disbursements of Sacramento County during the month of July amounted to $827,480.94, as contrasted with receipts of only $161,258.73, the regular monthly report compiled by County Treasurer Frank P. Christophel reveals. In spite of the overwhelming preponderance of disbursements over receipts, the cash balance in the county treasury at the close of the month was $1,159,279.56.

Four caravans of realty men from various parts of the State are planned for the Santa Monica convention in October, it was announced by Cliff Clegg, Los Angeles broker, who will act as grand marshal. The first caravan will be from San Francisco, another from Sacramento, the third from San Bernardino and Riverside counties and the last one from San Diego. It is planned to have all four arrive in Santa Monica at the same time.

Collections under the State gasoline tax for the quarter ending June 30 totaled $5,352,595, over $500,000 more than in any previous quarter, according to announcement of the State Board of Equalization. The statement revealed that 270,333,079 gallons of gasoline were sold during that period, the increased amount being due in part, the board declared, to the price war engaged in by the oil companies during the spring months.

Rio Nido, one of the best known summer resorts on the Russian River was sold last week by its owners, W. S. Smith and Harold Smith, for $200,000, it was announced. Dr. Roscoe E. Hamlin, local physician; his brother, Edward Hamlin of Oakland, and Captain Duncan E. Smith, former British aviator, are the new owners. The resort consists of over a hundred acres of timber land, a hotel, a number of cottages and a stretch of beach.

Declaring that she was falsely arrested and forced to ride to jail in "a common patrol wagon," Miss Mae Burch filed suit for $50,000 in Superior Court last week against Ross E. Stone. Miss Burch was arrested on a charge of converting an automobile to her own use on June 3 of this year on a warrant sworn to by Stone. She declared that she had to appear five times before Police Judge Golden and that the case against her was finally dismissed.

Involving one of the biggest land deals in Kern county, the Honolulu Oil Company has purchased from Miller & Lux, Inc., approximately 910 acres of land in the Buena Vista field, thirty miles southwest of this city, it was revealed last week by the filing of a deed to the fee title. The deal is subject to an oil lease held by the Shell company, stated the agreement. Under an agreement made in January, 1926, the Shell company acquired the right to prospect the area for oil, the holding being portion of a 140,000-acre lease.

Beginning this week, produce dealers throughout California will operate under a license issued by bill passed by the last legislature, the state department of agriculture. This is in accordance with law under which produce dealers are regulated. Under the act every person, firm, exchange or association whose business consists of receiving farm products for sale on a commission basis must be licensed and bonded. This will be under the direct supervision of the division of markets of the department.

California's industrial growth in the past decade or so has been so phenomenal that the state now ranks eighth among the leading states of the nation in total value of manufactured products. The fact is revealed in a compilation of United States census data just completed by the California Development Association. The percentage of total United States production in respective lines represented by California's production are: Food products, 5.8; chemical products, 7.7; lumber products, 5.5; paper and printing, 3.8; machinery, 2.8; transportation equipment, 2.0; iron and steel products, 1.6; stone, clay and glass, 5.2.

J. M. Friedlander, State corporation commissioner, was minus $50 last week, after beinf fined by Justice Holbrook at San Bernardino for violation of the law prohibiting smoking in a national forest. He was arrested on the Arrowhead road in Waterman Canyon.

Steps are being taken by the industrial committee of the Stockton Chamber of Commerce to locate and assist in financing an aircraft manufacturing concern at the new Municipal Aviation Field, according to A. J. Zitlan, local banker and chairman of the committee.

More than 3,000 of California's 11,000 lawyers have responded to the first call of the State Bar Commission to register their names in accordance with the new law, according to Joseph J. Webb, member of the commission.

Dawn to day found the ground at Mount Shasta City covered with snow, and the mantle of white remained until the sun was well up. In all about an inch of snow fell during the night. Red Bluff at the same time experienced a light rainfall, which is "very unusual weather" for July in these parts.

Fire which broke out in the yards of the Santa Barbara Lumber Company last week caused damage estimated at $100,000 half an hour later and valiant efforts were made by the city fire department, aided by San Francisco delegates of the American Legion here in convention to stop its spread. The night had been one of stormy celebration in the city, American Legion delegations from many cities parading the streets and campaigning for convention votes and when the fire broke out the streets were crowded with merrymakers.

The first two buildings to be erected as a part of the University of California University plans for the Westwood Hills site, Los Angeles, will cost approximately $1,600,000, according to partially confirmed reports current in university circles this week. An estimated cost of $800,000 each has been placed on both the auditorium and library structures, the plans for which have been completed and bids are to be called between August 1 and 10.

A $150,000 bread plant will rise at the northwest corner of North Main street and Roe Drive, Santa Ana, ground for the establishment being broken this week by the Kilpatrick Baking Company. The new Kilpatrick plant, when completed will employ more than fifty men and will have an average pay roll of from $2500 to $3000 weekly. The building itself will be of Spanish architecture, finished in white stucco with red til roof, fireproof throughout, and will have 20,000 feet of floor space.

Bids were called for last week and final plans approved for a two-million dollar theatre to be built immediately on a site bounded by Market, Hayes and Polk streets, San Francisco by the Capital Company, a subsidiary of ie Bank of Italy. William Fox has taken a 25-year lease on the theatre, which will have a seating capacity of 4,570 persons. The new playhouse which will be known as the Capital will be the equivalent of nine stories in height, and plans are so drawn that at some future time, nine additional stories may be built atop the theatre, and eighteen stories in the gore of Market and Larkin streets to house a thousand-room hotel.

Sixteen states will be represented at the 1927 annual Pacific Coast Dairy Show to be held in Oakland, November 14th to 19th, Robert E. Jones, secretary and manager of the show, San Diego, declared before the California Dairy Council meeting. There will be over 1,000 exhibits, he declared. Canada is taking an interest in the dairy situation and is to be represented at the show, Jones said.

The third annual show of the State Flower and Horticultural Exhibition will be held at Montebello on September 30 and October 1 and 2, according to the National Automobile Club. Because of the topography of Montebello, it is largely free from devastating winds and frosts, and for this reason has become the home of numerous nurseries and cut-flower growing organizations. Here are propagated and grown the stately and ornate boxwoods, coco palms, delicate Kentias and many other ornamental shrubs. Judges have been chosen from all parts of the State and each is an expert in this line. Prizes are to be awarded winners of each group of exhibits.

California flappers a few generations hence may be getting their silken stockings right off the neighborhood mulberry bush. William Oliver Mills of Berkeley, a former silk manufacturer, expresses the belief, for instance, that this section of the country could raise all the raw silk needed by the entire United States. "Silk can be produced for $4.75 a pound on plantations in California," says Mills. "This is the cost of everything from raising the worm to selling the silk. The selling price of silk is now $7 a pound which allows for a large profit to the producer."

The local engineering department of the American Can Company is completing plans for a one and two-story reinforced concrete factory and warehouse building and a one-story frame and stucco office building. The structures are to be erected in the tract bounded by Ocean and Eardley avenues, Sloat boulevard and Dewey avenue, Pacific Grove, Monterey county. Plans are being prepared under the supervision of C. G. Preis, chief engineer of the company of New York. The improvements will cost about $600,000.

Five carloads of thoroughbred horses, valued at more than $1,000,000 and entered in California exhibits last week arrived from the East and Canada for the horse show to be held at Palo Alto August 8 to 13.

Kern county residents own 26,888 motor vehicles, of which 3,891 are trucks, and 177 motorcycles, according to a compilation made by J. B. Best, manager, Bakersfield branch of the Automobile Club of Southern California. Of the 22,820 pleasure or business automobiles means one automobile for approximately every three inhabitants of the county.

What's the Answer ?

Questions No. 8

1—Who won the batting championship in the American league in 1926?

2—What American general was killed in the Philippines?

3—What vice president resigned and when?

4—How much gold has a 14-karat ring?

5—Why is it called "Adam's apple"?

6—What was the first English comedy?

7—What peninsula is the largest in Europe?

8—Where is the Bodleian library, and when was it founded?

9—Who said: "No terms except an unconditional and immediate surrender can be accepted"?

10—What are the three largest corporations in the United States?

11—Who was voted the most valuable player to his team in 1926?

12—What is cork?

13—Where are milk pails filled from trees?

14—What state was originally colonized by the Swedes?

15—When was the Cherokee Strip opened?

16—What is the most famous religious painting by Leonardo da Vinci; the most famous portrait?

17—Which is the highest mountain chain of the European continent?

18—What American historian was minister to Spain?

19—Who said: "I am going into Mobile bay in the morning if God is my leader, as I hope He is"?

20—In what parts of the United States is the shortage of domestic help most acute?

Answers No. 7

1—On application by both partners or either of them.

2—Daniel Webster.

3—Owen Wister.

4—Colombia and Venezuela.

5—Jan, Hubert and Margaret Van Eyck; Flanders, latter half of the Fifteenth century.

6—E. G. Chandler of California.

7—A stick seems to bend in water because of a change in direction of light after it enters the water.

8—The hottest season of the year is called "dog days" because it falls in the period 20 days before and after the rising of the "dog star."

9—Half-Moon.

10—George Washington, 1793.

11—John Quincy Adams.

12—Fort Schuyler, New York, 1777.

13—Sudden emotion causes the muscles of the throat to work upward, pressing against the windpipe, and causing one to feel as if there was a lump in the throat.

14—Death valley in California.

15—R. T. Jones, Jr., of Atlanta, Ga.

16—Wagner.

17—Europe.

18—Samuel Pepys.

19—General Bee of the Confederate army.

20—Belgium.

Colorado Boasts of Most Expensive Road

The most expensive road built in the United States is in Colorado.

This is the state highway between Ouray, Silverton and Durango and parts of it cost $50,000 a mile.

This highway follows an old toll road and to construct it the state had to blast out large sections of the mountains, build masonry embankments, fill in gorges construct bridges and build stone walls to make travel safe.

There are numerous places where the stream in the bottom of the canon near Ouray is more than 2,000 feet below the highway and other places where it is 3,000 feet or more.

Aside from the scenic gradeur of this highway, piercing as it does some of the most rugged mountains in the state, the marvel in its construction is the wonder of the auto tourist. It is on the direct route between Mesa Verde, Telluride, Ouray, Silverton and Durango.

Wesley Great Horseman

The most redoubtable horseman of the Eighteenth century was John Wesley. All through his active life he rode from 60 to 70 miles a day; after he was eighty years of age his record for a year was from 4,000 to 5,000 miles. Often he was in the saddle by 3 a. m., and, when weather permitted, it was his custom to ride with loose rein, reading history the while. —A. M. Pagan, in the Empire Review.

Explorer's Homely Longing

Roald Amundsen, the famous Norwegian explorer, who won the race to the South pole, was once asked whether he longed for any particular sort of food as he struggled miserably through the snow. He replied that he was always longing for a cup of hot coffee and a plate of bread and butter.

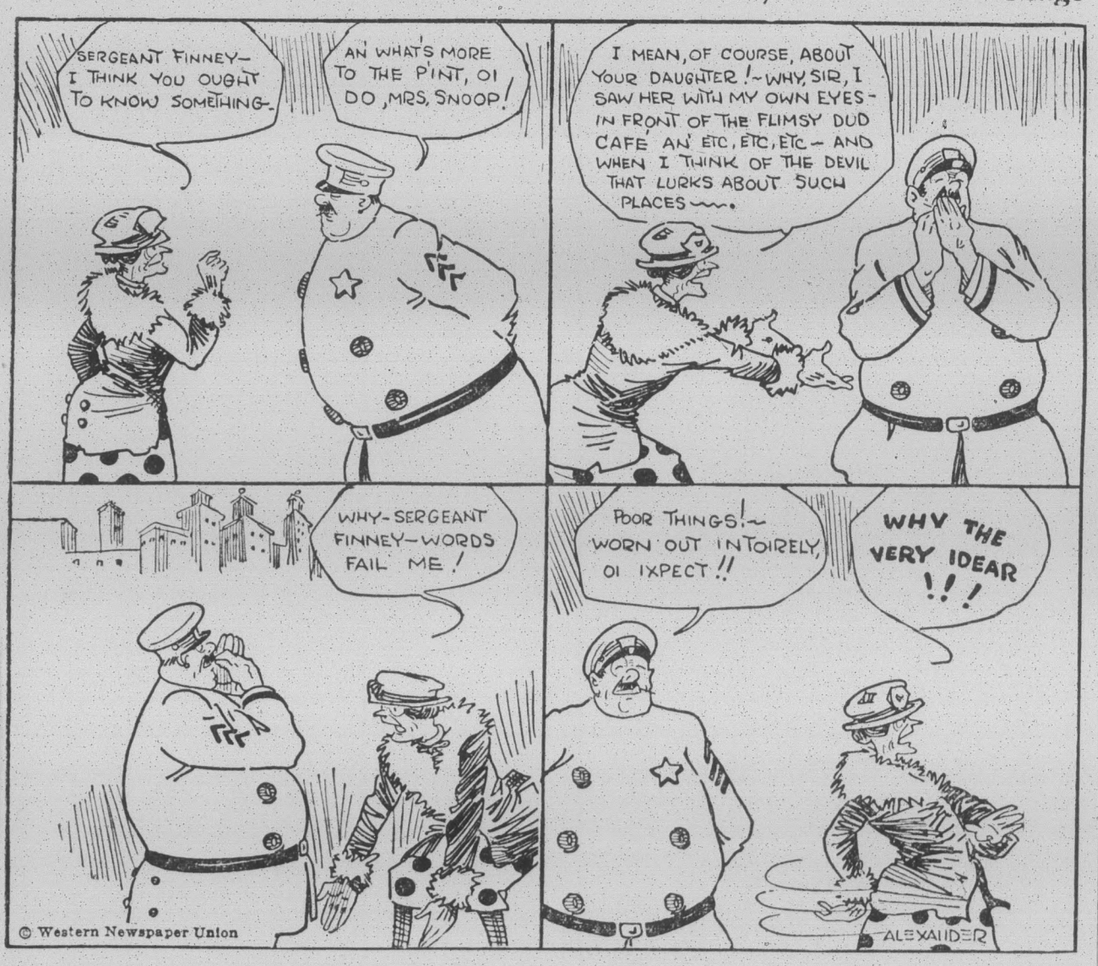
Men enduring hardships in foreign lands never seem to pine for rich French dishes, but for the everyday things they despised at home.

OUR COMIC SECTION

Disappearing

(Copyright, W. N. U.)

FINNEY OF THE FORCE — Her Vocabulary Gets So Much Usage


SERGEANT FINNEY— I THINK YOU OUGHT TO KNOW SOMETHING—
AN' WHAT'S MORE TO THE PINT, OI DO, MRS. SNOOP!
I MEAN, OF COURSE, ABOUT YOUR DAUGHTER!—WHY, SIR, I SAW HER WITH MY OWN EYES— IN FRONT OF THE FLIMSY DUD CAFE AN' ETC, ETC, ETC— AND WHEN I THINK OF THE DEVIL THAT LURKS ABOUT SUCH PLACES—
WHY—SERGEANT FINNEY—WORDS FAIL ME!
POOR THINGS!— WORN OUT INTOIRELY, OI IXPECT!!
WHY THE VERY IDEAR!!!
ALEXANDER

© Western Newspaper Union

THE FEATHERHEADS — That Destructive Nature

SAY!—WHO'S BEEN USING MY FOUNTAIN PEN!— HOLY PETE!—CAN'T PEOPLE LEAVE THINGS ALONE?—MUST THEY ALWAYS BE BUSTING SOMETHING?!!
IT'S THE DESTRUCTIVE NATURE OF SOME FOLKS— LOOK AT THAT PEN!—SOME ONE HAD TO PLAY JACK-KNIFE WITH IT CAUSE IT HAD A POINT ON IT!—
NO WONDER IT WONT WRITE!— NO WONDER NOTHING WORKS AROUND HERE!—SOMEBODY ALWAYS HAMMERING ON IT OR SOMETHING!
THERE!— NOW LOOK WHAT YOU'VE DONE!— OUR BEST ORIENTAL TOO!!!
OSBORNE

© Western Newspaper Union

The KITCHEN CABINET

(©, 1927, Western Newspaper Union.)

"Eggs are not the only things that are given added life and power by being brooded over. If we want to enlarge and multiply everything unpleasant or that which has offended us, brooding over it will do it."

SEASONABLE FOODS

During the summer months we enjoy other foods than meat: occasionally a day of steaks or chops will be enjoyed, but the bulk of the meals are better for us with little meat.

Onions on Toast.—Cook a bunch of young green onions in enough water to cover until tender. Drain off the water, add a tablespoonful of butter with salt and pepper. Prepare buttered toast and pour over the hot buttered onions, moistening with a bit of the liquor in which they were cooked. Serve hot.

Nuts With Cheese.—Beat to a cream one tablespoonful of butter, then add one-half cupful of cottage cheese which has been well seasoned with salt and cream. Cream cheese may be used if at hand. Add one-half cupful of chopped hickory nut meats and serve, adding a bit of lemon juice and make into balls. Serve as a salad with lettuce, or with crackers as a dessert, with coffee.

Pineapple Sorbet.—Prepare a sirup of two cupfuls of water and the same of sugar; boil 15 minutes, add one can of pineapple, one and one-third cupfuls of orange juice and one-half cupful of lemon juice; strain and add one quart of charged water, freeze to a mush and serve in frappe glasses.

Walnut Graham Bread.—Take one cupful of flour, two and one-half cupfuls of graham, one-half cupful of molasses, two cupfuls of sour milk, two well-beaten eggs, one teaspoonful of salt, two teaspoonfuls of soda and one cupful of walnut meats. Mix and bake in a moderate oven.

Nut Cutlets.—Take one cupful of bread crumbs, one-fourth cupful of finely chopped almonds, a little onion or chives, season well with salt and pepper. Put over the heat one cupful of milk; when boiling add the bread crumbs and four tablespoonfuls of butter. Cook until thick. When cool add the nuts, a little parsley; shape into cutlets, roll in egg and crumbs and fry in deep fat. Serve with tomato sauce.

Seasonable Good Things.

During the summer weather we enjoy light foods and those which are the least tax upon the digestion. Salad is a dish which is found on most menus.

Egg and Vegetable Salad.—Take five hard cooked eggs, one small green pepper, one-half cupful of finely chopped celery, four tablespoonfuls of tomato catsup, one tablespoonful of lemon juice, two tablespoonfuls of oil, one-half teaspoonful of salt, one-fourth teaspoonful of paprika, two cupfuls of shredded cabbage.

Cut eggs into halves crosswise, remove the yolks and mash them. Cut peppers, remove veins and seeds and mince the pepper fine. Combine the celery with the pepper and egg yolks seasoning and add enough mayonnaise dressing to moisten. Fill the whites of the eggs with this mixture. Mix cabbage with French dressing, using three tablespoonfuls of oil to one of vinegar, with seasonings. Serve the eggs on a bed of cabbage.

Egg-Cheese Custards.—Butter four ramekins. Divide two cupfuls of bread cubes among the cups. Heat two cupfuls of milk and add one-half pound of good rich cheese cut into bits, or better grated; add a teaspoonful of salt, paprika to taste and two beaten eggs. Pour over the bread in the ramekins and set them into a pan of hot water to bake in a moderate oven until the custard is set. Serve hot. Nice for luncheon dish with a lettuce salad.

Baked Fish With Shrimp Sauce.—Prepare a stuffed fish for baking and bake as usual. Serve with the following: Melt three tablespoonfuls of butter in a saucepan, add one tablespoonful of flour; when well blended add one-fourth of a cupful of tomato soup, one and one-half cupfuls of boiling water, one teaspoonful of paprika, a dash of cayenne and salt to season, with three tablespoonfuls of lemon juice and one pound of cooked shrimps; simmer for five minutes. Nice with broiled or boiled fish.

Onion Salad.—Chop or cut into fine cubes a large Bermuda onion, add enough cubed apple to make up the desired amount to serve, cut up a half dozen dates and serve with a good salad dressing, after seasoning well.

Pineapple Souffle.—Melt one-fourth cupful of butter, add the same of flour and blend well. Add one cupful of milk gradually and bring to the boiling point, then add one cupful of drained pineapple, the crushed or grated kind. Beat the yolks of three eggs, add one-fourth cupful of sugar, cook until thick. Cool slightly and fold in the stiffly beaten egg whites, add a dash of nutmeg and a few drops of vanilla. Bake in a slow oven until well puffed. Serve warm with whipped cream or a hard sauce.

Nellie Maxwell

FASHION'S FAVORITE ENSEMBLE; MILLINERY TAKES UP FLOWERS

WOMEN of fashion are indulging in the luxury of all-white this summer. One has only to count up the cleaner's bills at the end of a "white season" to agree that it is no misnomer to refer to the all-white costume as a luxury.

Somehow both madam and mademoiselle appear at their most charming, clad in pure white. Not only is the allurement of all-white due to its becomingness, but its immaculate daintiness ever bears the appeal of the exquisite. So it is that the vogue for white is with us, particularly so these late midsummer days.

White coats posed over white frocks, topped with chic white felt hats, such is fashion's favorite ensemble. Coats range from the simplest tailored types of white flannel, also the knitted kind, to most elegant modes, the latter frequently cuffed and collared with white fox.

Meet, if you please, in the picture, Gertrude Olmstead, the youthful film actress, who is of the newer generation of stars, wearing an adorable all-white costume just such as is the envy and admiration of all who behold. White faille is the chosen medium for this ravishing model with a wealth of snowy fox fur. A bright red heel on a white kid pump and a smart petit-point embroidered bag are the chic accessories which enhance this lovely costume.

The return to favor of the separate white fox neckpiece is registered this season in the smart set's book of style. Even if one should perchance neglect to wear one's white coat—one's white fox boa, never! White fox, women have learned, is too flatteringly becoming to be omitted from the picture. And the way to wear it is to trail it across the back of one's shoulders, fastening it, oh! so daintily at the front, so that it does not encumber the throat. With the colorful sheer summery frocks, there's nothing more entrancing in the way of an accessory, than a snow-white fur neckpiece.

Summer without flower-trimmed hats? Perish the thought! One has only to view the latest models from Paris to appreciate the fact that flowers are decidedly in the millinery picture, but in ways most unique and distinctive.

The tendency is marked toward flat flowers for they lend themselves so successfully to the idea of being built into the structure of the hat without interfering with its original contour. The method of applying trimming so as to maintain an undisturbed silhouette must be observed, in order to secure a proper styling, according to the modern conception of good designing.

A flat flower treatment is carried out adroitly by forming a semi-crown of roses for the black straw hat shown at the top to the right in this picture.

The little bonnets in this collection are quaintly flower-trimmed. The one to the left flattens a few velvet daisies against its side crown with outreaching sprays of heather. Also note the fact that two wee ribbon ruffles becomingly frame the face.

The other cloche adopts an intricate working of flowerets of every hue and kind from artificial to those of metal-ombre ribbon, touches of hand painting blending the entire into an artful color symphony.

With flowery print frocks whose multitudinous panels and jabots flutter and sway at the touch of every breeze, likewise with the picturesque frill-skirted organdies, which have reappeared upon fashion's screen, gauzy hats, broad-brimmed and flower trimmed are the natural accompaniment.

There is, on the large hat to the left, the usual chiffon flange, which so gracefully serves to make this wide brim look wider. Flat flowers elaborate the crown with a summery transparent rose resting on the brim. The vogue of huge brims has revived the fashion of posing a single large flower underneath next the face, as evidenced in the concluding hat in this group.

The Allurement of All White.

An Assortment of Summer Hats.

JULIA BOTTOMLEY.

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WHO'S WHO & HAT'S WHAT !

IN OCEAN BEACH

Business Directory—Alphabetically Arranged
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NEWPORT BAKERY-DELICATESSEN, 5010 Newport; Byw. 0750-W

BATTERY SPECIALISTS
SUNSET CLIFFS SERVICE Station, 4802 Newport Avenue, O. B.

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ELSIE MALLETTE, 5008½ Newport Avenue. Bayview 0750-W

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J. THOS. McCOY, 4999 Voltaire Street. Telephone Bayview 0456.
THE MAY COMPANY, 5009 West Point Loma blvd. Bayview 0422.
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A LEGAL NEWSPAPER
EIGHT PAGES

San Diego office; 835 G Street

Saturday, September 17 1927

New CALIFORNIA THEATRE

West Coast Greater Movie Season has another big offering to make to San Diego theatre goers, and this time it is Bebe Daniels in "Swim, Girl, Swim."

You'll just have to take your hat off to Bebe Daniels.

When it comes to first class screen entertainment Miss Daniels rarely misses and her latest Paramount comedy which opens at the New California is no exception.

In fact, "Swim, Girl, Swim" is one of her very best. Never has the dashing star had a better story. The latter, by the way, is an original by Lloyd Corrigan who co-authored on "The Campus Flirt" and the boy knows his college atmosphere. The direction is excellent also with Clarence Badger again responsible.

The picture marks the first appearance of Gertrude Ederle on the screen as a player in her own right and, all around, she performs in an exceptional manner. There are many shots of her in action in the water and also "in character" when she takes Miss Daniels in hand and trains her.

Miss Daniels romps through these situations at a rapid pace; so fast, in fact, that not one dull moment turns up. Clarence Badger, with a deft touch, has given the production a colorful, collegiate atmosphere.

Fanchon and Marco offer a magnificient revue "Polor Idea" featuring the San Francisco Beauties, Harvey Karels and Alice, Rose Valyda and Record and Caverly.

Milt Franklyn and his band occupy a top spot with a delightful musical program.

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CABRILLO THEATRE

West Coast Greater Movie Season is given additional impetus through the re-dedication of Cabrillo theatre which is again thrown open to theatre goers of this city, after a period of remodeling and redecorating.

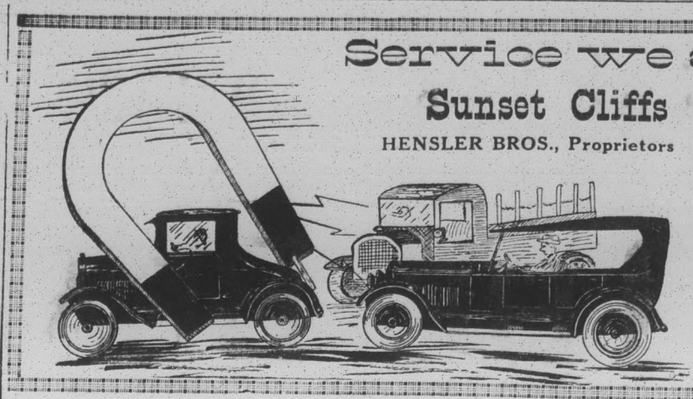
Norma Talmadge's "Camille" is the super-attraction for the re-opening of "The Little House of Big Pictures," as the popular playhouse will be known.

The filming of Alexandre Dumas' famous love classic, "Camille," as the latest starring vehicle of Norma Talmadge, for First National has given to the screen a variety of settings that are said by the foremost interior decorators to be the acme of luxury and comfort.

Miss Talmadge's "Camille" is the romance known to countless thousands of book lovers and theatregoers, portrayed in modern atmosphere, under conditions as they exist today in Paris. This modernization of the French classic called for a degree of lavishness in production that excels even the most elaborate of Miss Talmadge's previous pictures.

The settings of "Camille" were designed by William Cameron Menzies, art director of all Joseph M. Schenck enterprises, who has created the settings of some of the largest motion pictures in recent years.

Strand Radio and Appliance Co.



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"BUY AT HOME"
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By courtesy of the Newark, N. J. Evening News

NOW FLY TO ME!

THE above cartoon was published in the Newark, N. J., Evening News before those two thousand miles of ocean which separate us from Hawaii were spanned through the air. This feat somehow gave the feeling that the tropics were just around the corner and that a journey which once took four and a half days might soon seem no more of an adventure than a trip on the Twentieth Century Limited.

The spell of Hawaii has a tenuous fairy-like quality, a charm and beauty that are almost unreal. Memories of its enchantments come crowding into mind—a gorgeous big garden dropped down in the Pacific; a tropical growth with fern trees sixty feet high; a belching volcano; combers breaking over coral reefs, bearing surf-boat riders ashore with the speed of a lightning express; moonlight at Waikiki; luaus or native feasts where one tried to eat one-finger poi and saw a much expurgated hula. And pineapple fields the like of which are seen nowhere else.

Hawaiian pineapple for breakfast, sugar-sweet and luscious. Supper in the crater of Kilauea; cooking coffee and scorching post cards over the steaming crevasses, or sitting on the edge of the pit, a cauldron of seething, boiling lava—waiting for the darkness to intensify the ominous, red glow.

The full, throaty voices of the Hawaiians singing, to the twinkle of the ukelele and the taro-patch; the women in holakus. Departure and regret, with more leis than one could wear and always one dropped in the water to insure a speedy return.

This is Hawaii—paradise of the Pacific—where everything flourishes in tropical splendor, where bananas grow in twenty different varieties; where fields of sugar plantations tint the landscape a brilliant green and mile after mile of orange colored spikey pineapples ripen in the golden sunshine of Hawaii, are picked and canned the very day they reach perfection, with only a pure cane sugar to augment the delicious flavor. There is no spot in the world where this fruit is produced so successfully and in such colossal quantities. One marvels at the fecundity of these small islands, eight very important "dots" on a blue expanse of ocean, which produce and ship to the mainland annually 1,752,776,646 pounds of sugar and 200,000,000 cans of pineappies.

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OCEAN BEACH SOCIAL PAGE

STRAND THEATRE

Ocean Beach, Calif.
F. J. GRUBER,
Prop. and Manager

Saturday, September 17
Ken Maynard in "THE OVERLAND STAGE." A rip-roaring thriller of the golden west. News Weekly and "The Cows Kimona," comedy.

Sunday and Monday, Sept. 18-19
Billie Dove in "THE TENDER HOUR." A lavish pageant of romance and luxury. Fables, Topics of the Day and "Gooseland," comedy.

Tuesday & Wednesday, Sept.20-21
"CHANG." The most thrilling picture made. A jungle melodrama. News Weekly and "Rushing Business," comedy.

Thursday & Friday, Sept. 22-23
Joan Crawford in "THE UNDERSTANDING HEART." Peter B. Kyne's great story of the Forest Rangers. "Howdy Duke," a Lupino Lane comedy, and "The Relay," another Collegian.

NEXT WEEK: "THE ROUGH RIDERS"
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NINTH BIRTHDAY JOYFULLY CELEBRATED

Mrs. Turner B. Kline entertained last Monday, Sept. 12, to celebrate the ninth birthday anniversary of her daughter, Nina. The little honoree received many beautiful gifts and also a telegram containing birthday greetings from an uncle who resides at Wooster, Ohio. Appropriate children games were enjoyed by all. Detty June Stevenson won first prize and Roland Peeples won the booby token. The children present included: Fredericka Kistner, Doris and Charlotte Reed, Mary and Eugenia Murphy, Florence Close, Betty Silkcote, Ruth Dumont, Florence St. Piere, Detty June Stevenson, Lucille Snellson, Turner Kline, Oran Spotts, Teddy Kistner, Roland Peebles and Robert and Rupert Rock.

◆ ◆ ◆

TRAINING FOR NAVAL OFFICER

D. E. Hughes, of Long Beach, who recently made an exceptionally high rating at the Naval Training station in Loma Portal, is visiting his father, John B. Hughes of 4999 Voltaire street. Young Mr. Hughes is studiously preparing himself for the class in April next, when representatives will be chosen for promotion to the officers training corps at Annapolis.

◆ ◆ ◆

DENTIST FROM ST. PAUL

Dr. I. W. Parks, a well known dentist of St. Paul, Minnesota, is now associated with Dr. W. F. Bush in the dental offices in the Kraft building. Mrs. Parks and two daughters will arrive here about the middle of October, when the family expect to make their permanent home in Ocean Beach. Dr. Parks is now residing at the Hotel Newport, on Newport ave.

◆ ◆ ◆

GUEST FROM TONOPAH

Mrs. Frank Harden, of Tonopah, Nev., was a recent guest at the home of her mother, Mrs. G. D. Shumway, of 4112 Orchard street, Point Loma. Mrs. Shumway accompanied her daughter on her return motor trip as far as Los Angeles. Mrs. Harden was delighted with her Ocean Beach visit.

◆ ◆ ◆

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◆ ◆ ◆

VACATION IN MICHIGAN

C. M Cole, of Cable street, has arranged for a visit of a month or so to his former home in Michigan, where he will visit relatives and renew old-time acquaintances. Mr. Cole is in charge of Faber's Cash and Carry store on Newport avenue and this will be his first vacation in a long while.

◆ ◆ ◆

CHANGES BEACH RESIDENCE

Mrs. E. Carbis has moved from Mission Beach to Ocean Beach and is occupying the cottage at 4887 Long Branch avenue.

◆ ◆ ◆

PASSING OF MISS PITTOCK

Miss Gladys V. Pittock, sister of H. W. Pittock, passed away at the residence on Alameda drive, San Diego, September 11. She was a native of British Columbia and had reached the age of forty-one years. Interment took place last Tuesday in the family plot at Mount Hope cemetary.

◆ ◆ ◆

RETURNS TO COLLEGE

Dan Humason, jr., of 4822 West Point Loma boulevard, returned last week to Byrant, Texas, to resume his studies at the A. M. college.

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Subscribe to "The Beach News." One Dollar for Fifty-two Weeks.

APRON SOCIAL NEXT TUESDAY EVE

The ladies of the Baptist church will hold an apron social in the school room on Tuesday, Sept. 20, at 7:30 p. m. A fine program will be given and the members and friends are invited to attend. Refreshments will be served.

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JACK EDGAR, JR. ARRIVES

Mr. and Mrs. Jack Edgar are the happy parents of a six and one-half boy bay born, September 12 at the Glenwood sanitarium. Mother and son are reported to be doing nicely and Daddy Edgar is all smiles along with the two joyful little sisters of the newcommer.

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Greeting Cards—Froide—Bacon St

◆ ◆ ◆

NEW ARRIVALS AT HOTEL NEWPORT

Robert, Young, Mrs. M. L. Nunnaly, Yuma, Ariz.; G. A. Perkins, Dorothy Callcino, Mr. and Mrs. H. B. Hutchinson, W. L. Hutchinson, Los Angeles; Arnold Blackburn, El Centro; N. E. Buck, Burlingame; Vera Martin, San Diego; G. H. Bot, W. S. S. Penn, F. W. Rice, Yuma, Ariz., C. J. Weston, Memphis, Tenn.; J. M. O'Brien, Chicago.

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ATTENDING UNIVERSITY

Clifford Harrison, of 1968 De Foe street, left this week to enter the University of Redlands. He is very fortunate in being able to make his home with Mr. Hubert Barnes, late of Point Loma high, and now principal of Redlands Junior High school.

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VISITORS FROM SEATTLE

Mrs. Henry Bowen and family of Seattle, Wash., were visitors at the home of Mr. and Mrs. C. H. Daly of Cape May avenue, happily renewing old friendships.

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FUNERAL OF MRS. PREDMORE

Mr. and Mrs. I. A. Holdridge went to Fresno last Thursday to attend the funeral of Mrs. Lou Predmore, mother of Mrs. M. G. Holdridge.

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HAPPY MEMORIES

Mr. and Mrs. Turner B. Kline celebrated their tenth wedding anniversary last Thursday at their home on Saratoga avenue.

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WEEK-END GUEST

Miss Hazel Daly, of Los Angeles, is a week-end visitor at the home of her parents, Mr. and Mrs. C. H. Daly, on Cape May avenue.

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GOING EAST ON TRIP

G. D. Shumway, of the Bayview Bait House, will shortly leave for an extended trip to east, and will take in the big Tunney and Dempsey fight while away.

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Mr. and Mrs. G. Pickard and baby have moved from Brighton avenue to San Diego.

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CLASSIFIED ADS GET QUICK RESULTS
WE CIRCULATE

News contributors and advertising patrons will please take notice that the forms of The Beach News close at noon every Thursday and will greatly oblige by submitting their favors accordingly. Write on one side of the paper only.

O. B. LIBRARY

MARGARET RANKIN, LIBRARIAN

The poster exhibit this week will be: "MIND AND BOD" deetaoin be: "Mind and Body."

Influence of the mond on the Body, Dubois; Your Inner Self, Bisch; Subsconscious Phenomena, Munsterberg; Practice of Auto-Suggestion, Brooks; Scientific Mental Healing, Bruce; Psychology of Suggestion, Sides; Mind in the Making, Robinson; Power of Will, Haddock; Quit Your Worrying, James; Fear, Oliver; Law of Psychic Phenomena, — Hudson; Psychic Phenomena, Hudson; History of Power of Mind, Ingalese; Book of Personality, Wolcott.

◆ ◆ ◆

Try our Classified Ads, for Quick Results—Only a dime a line, five words to the line, payable in advance.

WE CIRCULATE

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SMITH-HUGHES CLASSES

Free instruction to women in sewing and millinery. Enroll next Monday at the Ocean Beach school. Sewing, 8 a. m. to 12 noon. Millinery, 1 p. m. to 5 p. m.

STRAND RADIO

Bayview 0212
Strand Radio Co.

Kraft Bldg., Ocean Beach
W. W. DEUEL, Prop'r.
AUTHORIZED DEALER
RADIOLA and FEDERAL
RADIO REPAIRING
BATTERY CHARGING

Program Pacific Coast Nework
National Broadcasting Company, KFI

Sunday, Sept. 18, 9 to 10 p. m.
BIBLE DRAMA ON NETWORK
Monday, Sept. 19, 8 to 9 p. m.
VERDI'S OPERA
Tuesday, Sept. 20, 9 to 10 p. m.
"HITS AND BITS" PROGRAM
Wednesday, Sept. 21 9 to 10 p. m.
DRAMA HOUR FOR MID-WEEK
Thursday, Sept. 22, 9 to 10 p. m.
LOS ANGELES STUDIOS OF NATIONAL BROADCASTING TO PRESENT SPECIAL PROGRAM.
Friday, Sept. 23, 9 to 10 p. m.
MEMORY LANE PROGRAM
Saturday, Sept. 24, 8 to 9 p. m.
SATURDAY NIGHT REVUE

STRAND RADIO

FREE SEWING CLASSES AT MISSION BEACH SCHOOL

An adult sewing and millinery class is now being formed at the Mission Beach school. The class will meet every Thursday, under the direction of Mrs. E. Greene. All instruction is free. Registrations are cordially invited.

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EMPLOYEES OF THE WHITING-MEAD COMPANY ENJOY ANNUAL PICNIC

Six hundred employees and families of the Whiting-Mead company of San Diego and El Centro, enjoyed their sixth annual picnic at Flynn Springs last Saturday, September 10. All Whiting-Mead stores are closed one day a year to enable all employees and their families to get together and get acquainted and have a roaring good time. After lunch, Mr. H. L. Miner, director and general manager of the Southern California Witing-Mead organization gave a short address and introduced Mr. Frank Noa and Mrs. Fred Stifel both directors of the Whiting-Mead company. Games and amusements were enjoyed by all. The end of the day found a tired but happy crowd, all ready and eager to start in on another years' hard work, all proud to be Californiaians—striving to make California the grandest place in the world to live in, and giving their best to the progress of a bigger and better future.

FABER'S FOUR STORES

Phone Bayview 0415 and 0418

SATURDAY AND MONDAY SPECIALS

Sugar, 10 pounds for	65¢
Butter, Golden Rod	45¢
JELLWELL, 3 packages for	25¢
Peas, Solar brand	10¢
Kidney Beans, Hart Brand	15¢
Cocoa Almond Soap (Special)	5c
Bananas, 5 pounds for	25¢
New Crop Bellflowers, 5 pounds for	25¢
Muscat Grapes, 4 lbs. for	15¢
Tokey Grapes, 3 pounds for	25¢
Fancy Burbank Spuds, 8 pounds for	25¢
Tomatoes, 3 pounds for	10¢
Lettuce	5¢
CARROTS, TURNIPS, BEETS	3 for 10c
Peaches, 4 pounds for	25¢

WE DELIVER FREE ALL ORDERS OVER $1.50
CASH IS KING

OCEAN BEACH GARAGE

BEST EQUIPPED FOR SERVICE Half block from Fire Station
Battery Charging—Welding
Lathe Work—Cylinder Honing
Official HEADLIGHT TESTING Station No. 1308
HENRY EULBERG, Propr.
4868 NEWPORT AVENUE
Exide BATTERIES
THE LONG-LIFE BATTERIES
Most Complete Stock of Replacement Parts, Tires, Tubes, Brake Linings and Accessories This Side of San Diego
STORAGE Phone, Bayview 0094 TOW CAR

School Supplies

All CAMERAS 25% Off
Cold, Appetizing Drinks of All Kinds Served at the Finest Fountain in the Beach districts of San Diego.
HAGE'S ICE CREAM specially prepared for home-trade and parties. Prompt and Courteous Service.

KRAFT'S DRUG STORE

Bacon Street and Newport Avenue, Ocean Beach
Phones—Bayview 0194, Bayview 0411

WANTED--A NAME!

For the new Service Station and Garage now nearing completion by James Dougherty at the corner of Santa Monica avenue and Bacon street, Ocean Beach. A prize of FIVE DOLLARS IN GOLD will be given by Mr. Dougherty for a suitable name sent to him or to "The Beach News" office at any time before noon of next Thursday, September 22, when the title will be selected, the name of the winner being announced in these columns next week.

Will You "Fire Up" Or "Turn On"?

There are two ways of keeping your house warm in wintertime.

One is by tending a furnace from early morning 'til late at night.

The other is a gas furnace that you turn on in the fall and off in the spring. Automatic control keeps the house at an even, healthful temperature whatever the weather, and leaves you nothing to worry about.

LET'S TALK IT OVER!

We'll show you how economically your neighbors are heating their houses with gas, the clean fuel.

SAN DIEGO CONSOLIDATED GAS & ELECTRIC CO.

BYLLESBY ENGINEERING FINANCE MANAGEMENT PIONEERS IN PUBLIC SERVICE

Buy Beach Property Now!

WHAT TO SEE IN TOKIO

A Studious Tokyo Newsboy.

(Prepared by the National Geographic Society, Washington, D. C.)

TO GET a mental picture of Tokyo one must hold clearly in mind that Japan's capital is not really a city but a collection of towns and villages, grown together. These settlements preserve their entity in the 15 "wards" frequently mentioned in dispatches relating events in the city.

Tokyo has a peculiar sentimental tie with our own national capital, because the Japanese cherry blossom trees in Potomac park, in Washington, constituted a gift to us, which was recognized by sending to Tokyo a consignment of American dogwood trees. There they form an annual magnet for thousands of Japanese residents at the time of their blooming.

When one sails up the bay of Tokyo to Yokohama, and buys a railroad ticket to Tokyo, he senses the distinctive group form of Japan's capital. For the ticket reads "Shinagawa," or "Shinbashi," not "Tokyo."

The Imperial palace is in the aristocratic ward, or "Ku," known as Kojimochi-Ku. In this palace, originated by Ota Dokwan in 1456, formerly lived the Tokugawa Shoguns. This palace bears witness to the frequent casualties of Tokyo; it often was burned, the last time in 1873. It is not accessible to the public. A Japanese guide-book naively says, "Ordinary people are allowed to approach only as far as the end of the first bridge outside the outer gate." The palace grounds are surrounded by two moats; the perimeter of the outer one is about five miles. In this ward also is the central railway station, with buildings occupying two acres. One of four entrances is reserved for the use of the imperial family.

The Latin quarter of Tokyo lies in Kanda-Ku. Here is the Tokyo Higher Commercial school, the first school of that kind established by the government when it launched upon a policy of adopting western business methods. Upon the grounds of this school grow pine trees which are survivors of the grove standing there when the school tract was part of the Shogun's pleasure park. This ward also is famous for a willow-tree thoroughfare, its second-hand clothes stores, and a Shinto shrine which dates to the Eighth century.

It Is an "Official" City.

While each ward retains distinctive characteristics of the time when it was a separate town, and each has its own business section, Tokyo as a whole has a distinctive individuality. It is an "official" city, and frankly so. Official hours, official guides, official guide books and official seasons for various sights and scenes are officially proclaimed. You come away with a sense of having been officially conducted through a fairyland of cherry blossoms, of noisy lotus flowers that bloom with a detonation, of doll's festivals, of Geisha girl dances.

The old survives alongside the new. The Geisha girl continues to perform though the cafeteria has made its advent in Tokyo. The Geisha girl is an institution hard for the western mind to comprehend. Her most comparable functionary in the western world was the court jester—long since passed away. She is a modern prototype of the private entertainers of wealthy medieval nobles. She is of a class different from the women of Japan who cling to their semiseclusion amid the inroads of modernism; but she is not of the type which westerners class as the demimonde.

Restaurants and tea houses in Tokyo still have their Geisha girls. The Japanese business man, student, official, or visiting farmer are the patrons. More often it is a party of men friends whom the Geisha girl entertains with song, dance and monologue, and for whom she acts as a sort of hostess.

Custom does not fill these restaurants with husbands and wives, men and their fiancees, or friends of opposite sexes, as in America. But the wish to have members of the other sex present is just as strong in Japan as elsewhere. Hence the Geisha girl.

Outside the pervading sense of official regulation there is infinite variety in Tokyo. Exclusive Kajimachi is very different from bourgeoise Kanda. Busy, bustling Mihombashi, with its "Broadway" and "Billingsgate" is a far cry from Shiba, village of the tower gate and giant hill, native restaurants and distinctive dances.

Easy To Find Your Way Around.

For the humble traveler by the tram, it is exceedingly difficult to get lost in Tokyo. Each car bears the number of its route and inside, at the place where, in America, one would see hosiery and washing powder advertisements, there is a comprehensive map of the city criss-crossed and circled by lines of many colors corresponding to the numbered routes. A knowledge of the language is superfluous. From the guide-book map, or better from the free map furnished by the Japan Tourist bureau, which seeks to make Japanese travel delightful, one locates the place he seeks and the place where he stands. Then it is a mere matter of matching numbers and colors to any spot within the circular railway which forms the rim of the transportation wheel.

This idea of placing a map of the city in the cars themselves instead of on some sequestered wall around the station may reb the traveler of the cultural advantages of tempting pictures of butter and motor cars, but it makes it easy to wander from village to village within the city limits with the minimum of delay and sign language.

Nihombashi is a principal business quarter of the city, although each of the wards is more independent, commercially, than the various sections of most cities. The center of Nihombashi and of Tokyo, is the bridge which in olden times was a measuring point for distances to places throughout the empire. Formerly it was wood; it was rebuilt in 1911 of granite. It is the thoroughfare from each end of this bridge which popularly is known as "Broadway."

In Nihombashi is the Bank of Japan, occupying a building especially designed to be earthquake-proof. One part of the building has three stories underground for strong boxes, and this part can be flooded as protection against fire. In this same section of modern banks and office buildings is a Shinto shrine where charms are dispensed which are supposed to be efficacious in such diverse emergencies as shipwreck, child delivery and being the victim of a liar.

"Newspaper Row" is in Kyobashi-Ku. Here are practically all the principal journals. Shiba-Ku contains the mortuary temples of the Tokugawa Shoguns. A concession to foreign visitors is indicated by the announcement, "Boots need not be taken off, as covers are provided to slip over them."

In Azabu-Ku is a Buddhist temple, memento of the years before Shintoism took firm hold. Shintoism has been kept alive in Japan from the dawn of the empire. Tokyo, as Japan's capital, became a stronghold of Shintoism because officialdom of Japan support it ardently.

Three Dangers to the City.

The introduction of western buildings greatly enhanced the danger from earthquakes in Tokyo. The fragile houses might be burned and often were, but could not maim their occupants under piles of mortar and stone. Fireproof warehouses were provided for groups of such buildings and when the alarm of fire was sounded the occupants carried off their valuables to these storage places.

Tokyo has had three particular furies of her own to harry her over and over again: pestilence, fire and earthquake. From the close of the Sixteenth century when the old fishing village of Yedo blossomed into a city at the order of the ruling Shogun, these three have from time to time taken heavy toll of life, and the latter two, of property.

Perhaps the most terrible of the many fires that have destroyed great blocks of the inflammable houses of Tokyo occurred in 1657 when 107,000 persons are said to have lost their lives in the flames. The number of palaces destroyed is placed at 500 and the residences of other nobles at more than 700, while between 300 and 400 temples were burned.

JUST HUMANS

By GENE CARR

"SO YOU'RE GOING TO MARRY HIM?"
"YEP, GOT TO GET RID OF HIM SOME WAY!"

SOMETHING TO THINK ABOUT

By F. A. WALKER

WASTING TIME

THERE is one thing that you cannot buy from the greatest merchant in the world. A minute of time. One second is as unpurchasable as the whole of eternity.

Yet thousands of men and women go through life wasteful not only of their own precious moments, but wholly regardless of the value of other people's time.

To a busy man the loss of fifteen minutes may upset the plan for a whole day's work. Delay in the keeping of an appointment may disarrange hours of scheduled efforts.

You would never think of putting your hand into the pocket of a man and taking out even the smallest coin, but you may make totally valueless for him a period of time worth more than all the money he had in all his pockets.

The great trouble with too many is that they put no value at all on time. They watch the hands of the clock go round with as little regard for the fleeing hour as for a passing wind.

For a spent dollar another may be earned to take its place. For the lost friend another may be gained. But for the hour that is gone, for the minute that is wasted, there is no supplying a substitute, no replacement. It is gone forever.

It was TIME, not guns nor generals, that won and lost at Waterloo. And Napoleon was not alone among the great generals who were defeated by the clock.

"Give us time," said a great scientist, "and we can solve every problem the world offers us."

Life is composed of only two things: time and effort. One is useless without the other. Both should be as nearly 100 per cent productive as we are able to make them.

Try as best we may, the end of life will find us with many things undone.

No man ever wholly completed the task allotted to him. There is a reasonable excuse if into our use of time no waste creeps.

For the man who wastes his own time or steals another's, there is neither excuse nor valid reason. He has wantonly destroyed what neither man nor the Creator Himself can restore or replace.

Put a value on every minute. Be as anxious and as certain to get that value as you are to gain the worth of your dimes and your dollars.

Remember that once a minute has passed it is gone FOREVER.

(© by McClure Newspaper Syndicate.)

Do You Know ??? That: ???

TURKEY TALKS," or to "talk turkey" is a phrase meaning to speak in an open, honest manner.

It happened that an Indian and a white man had agreed to hunt together for a day and then share the game between themselves. At the end of the day they divided the game as agreed. All went well while they were separating the smaller animals and birds. Each took one of a kind. But when they came to the last pair, a crow and a turkey, the white man spoke up with a great show of fairness, "Now you may have the crow and I'll take the turkey or I'll take the turkey and you may have the crow." "Hugh, hugh," grunted the Indian, "Why you no talk turkey to me?"

—Anna S. Turnquist.

(© 1927, by Western Newspaper Union.)

Mother's Cook Book

"Good housekeeping is not necessarily good home making. Spotless floors may grace a house not a home. Real living means comfort, happiness and growth."

HOT WEATHER LUNCHES

SO MANY people labor under the impression that if food is cold and refreshing it is also good food for anyone. The fat person who sits down to a luncheon of sliced cold ham with plenty of the fat, a potato salad with a mayonnaise dressing and tops it off with a soda or sundae with rich ice cream probably thinks he has had a cooling luncheon. The fact is he has stored up a lot of heat units which he would better have done without. Ice creams, rich salads, iced tea or coffee creamed and sweetened are all full of calories which will make them feel stuffy and will add to their already too fat condition. Many foods low in temperature are high in food value.

For a good salad with little food value and much refreshment use fruits, crisp lettuce and drinks of orange or lemonade. Nothing surpasses a good old fashioned lemonade as a thirst quencher; it adds no calories to speak of to your food intake and the effect is decidedly refreshing and healthful.

All vegetables should be used freely except potatoes; these of course will be served once a day at the dinner meal. Lean meats, clear soups, fresh fruits without sugar or cream for those who need to cut down the calories, with gluten and whole wheat bread are the best foods for the summer.

—

Cottage Cheese Salad.

Mix two cupfuls of cottage cheese with one-half cupful of shredded almonds that have been blanched, one teaspoonful of chives (chopped), or new onions finely shredded; season with salt and paprika and mix with cream. Serve on crisp lettuce with a boiled dressing.

—

Frozen Custard.

To one quart of milk add three slightly beaten eggs, one cupful of sugar, the juice and rind of an orange and a little salt. Cook the rind of the lemon in the custard until smooth, then add the juice and freeze. When partly frozen add one-fourth pound each of chopped walnut meats and steamed chopped figs. Finish freezing and let stand a few hours to ripen.

Nellie Maxwell

(© 1927, by Western Newspaper Union.)

What Does Your Child Want to Know ?

Answered by BARBARA BOURJAILY

HOW DID GOLD GET IN THE GROUND?

Long, long ago, when earth was still
A quivering molten mass,
The gold was formed, perhaps from some
Now strange and unknown gas.

(Copyright.)

Know Yourself!

By EVELYN GAGE BROWNE

WHAT does Yourself know of YOURSELF?
Are you sure through and through
That you amount to something—or not?
What do you know about YOU?

It's not what some one else may say,
Or what other folks think, my friend,
That is going to help you day by day
And count in the final end;

What "they say"—unless it is downright true—
Isn't worth a picayune,
And if you'd be square in all you do,
Get a line on Yourself right soon.

Sit down with Yourself and ask Yourself
If you're really fit to know,
And whether you'd like the world to see
The YOU that doesn't show.

Examine the YOU that's deep inside
And bring it out to the light,
And if there's anything you would hide—
Get busy and set it right.

And before you can tackle the job in view
Or hope to get anywhere,
You've got to tackle the Real You
And fight it out right there.

Then see that you measure up to the BEST,
And in every time or place
You'll surely never mind the rest—
If YOUR OWN SELF you can face.

If you know Yourself just what you're worth
If you know you're honest within—
That's all that counts on this old earth,
And I'll tell the world you'll win!

(Copyright.)

WHEN I WAS TWENTY-ONE

BY JOSEPH KAYE

At 21—James Forbes Lost the Opportunity of an Editor's Favor.

"AT THIS time I was a constant occupant of the theater gallery in Chicago—the gallery because of my income. My fellow gallery boys were a source of great amusement to me because of the strange and amusing idiom in which they expressed their opinion of the plays and the actors.

"So I wrote a gallery boy's impression of a music hall, in slang. The story was printed by a Chicago newspaper and the editor assigned me to write a similar story on Eleanora Duse, then making her first visit to Chicago.

"I did not write that story, because I came away from the theater with keen appreciation of the fact that I had been privileged to see one of the most marvelous exhibitions of acting genius in the theater.

"When the editor demanded the reason I had not written the story I said it would have been a 'sacrilege' and offered to do another story. He scorned me and asked what I did for a living. I replied that I was a bookkeeper in a wholesale grocery store. He told me I had better stay there. I ventured meekly, 'You don't think I can write?' 'No,' came quickly, 'you belong with the prunes.'"—James Forbes.

TODAY—James Forbes has achieved national fame with his plays, and play-producing. He is the author of the celebrated "The Chorus Lady" and "The Famous Mrs. Fair."

(© by McClure Newspaper Syndicate.)

THE YOUNG LADY ACROSS THE WAY

The young lady across the way says the earth, which seems so large to us, is really a very small part of the whole solar plexus.

(© by McClure Newspaper Syndicate.)

In the South Seas

"Yes, sir, we came near starving on that island."

"No breadfruit? No yams?"

"Nothing but a tea shoppe."

TWO HOMES MADE HAPPY

By Women Who Used Lydia E. Pinkham's Vegetable Compound.

"I have taken Lydia E. Pinkham's Vegetable Compound and I think it is the most wonderful medicine I ever tried," is the statement made by Mrs. Goldie Shoup of St. Joseph, Illinois. She declares that after taking the Compound she is in better health than before.

Mrs. J. Storms of 29 Lane Street, Paterson, N. J., writes: "I cannot speak too highly of your medicine and I recommend it to all my friends."

These statements were taken from two enthusiastic letters which tell of the help that has been received from using the Vegetable Compound. Both Mrs. Shoup and Mrs. Storms were in a run-down condition which caused them much unhappiness. When women are suffering from lack of strength and from weakness, their own life and that of their family is affected. When they feel well and strong and are able to do their housework easily, happy homes are the result.

Are you on the Sunlit Road to Better Health?

FOR OVER 200 YEARS

haarlem oil has been a world-wide remedy for kidney, liver and bladder disorders, rheumatism, lumbago and uric acid conditions.

GOLD MEDAL HAARLEM OIL CAPSULES

correct internal troubles, stimulate vital organs. Three sizes. All druggists. Insist on the original genuine GOLD MEDAL.

DO YOU WORRY? STOP IT! It's easy! Guaranteed plan, money refunded if not satisfied. Sent postpaid for $1. Dr. William Kensinger, Paulding, Ohio.

DISTRICT AGENTS WANTED

Unusual article; easily sold; big commission daily; exclusive territories. MELODELITE CORPORATION 132 Nassau Street, New York, N. Y.

MEN AND WOMEN Step into big pay jobs. Learn fancy spotting, remove 200 difficult spots. Big free booklet. Los Angeles School of Dry Cleaning P. O. Box 1754 - - Los Angeles, Calif.

WHY WORRY? Let natural Philosophy settle your troubles. Confidential advice and 3 questions answered for $1. KALI SHA, 3753 Herndon St., Chicago, Ill.

Latest Sacred Song. "We'll Meet Our Own." A beautiful selection with message of hope. Send 40c coin. FIRESIDE MUSIC CO., Copco, Calif.

MONEY TALKS. 25 select money making opportunities. Earn in your spare time. Sent postpaid 25 cents. Address H. C. HESS, 4209 National Ave., Milwaukee, Wis.

PARKER'S HAIR BALSAM
Removes Dandruff-Stops Hair Falling
Restores Color and Beauty to Gray and Faded Hair
60c and $1.00 at Druggists.
Hiscox Chem. Wks., Patchogue, N.Y.

HINDERCORNS Removes Corns, Callouses etc. stops all pain ensures comfort to the feet, makes walking easy. 15c by mail or at Druggists. Hiscox Chemical Works, Patchogue, N. Y.

W. N. U., San Francisco, No. 33--1927.

His Reception

"They seem to be a savage set, over at Ten Degrees," said a guest. "Why, when I was there I saw a lot of them attack a young man with clubs and stones just as he got off from the train and nearly kill him!"

"Great gosh!" ejaculated the landlord of the Pruntytown tavern, "What had he done to them?"

"Well, he came home wearing a pair of golf knickers, and—"

"Aw, I see!"—Kansas City Star.

Stomach Disorders

are decidedly unpleasant

Green's August Flower

a gentle laxative, will act promptly in relief of stomach and bowel troubles, and your freedom from pain and discomfort will make you feel that life is again worth living.
30c and 90c bottles. At all druggists.
G. G. Green, Inc., Woodbury, N. J.

HANFORD'S
Balsam of Myrrh
For Cuts, Burns, Bruises, Sores
All dealers are authorized to refund your money for the first bottle if not suited.

CARBUNCLES Cause DEATH
Boils and carbuncles cause agony, sometimes death. Take no chances with home-made poultices or expensive operations. One application of CARBOIL (a scientific antiseptic) quickly stops pain and draws out core. Get a generous 50c box from your druggist today and keep it on hand. Money back if not satisfied. Don't accept substitutes—ask for CARBOIL by name.
SPURLOCK-NEAL CO., NASHVILLE, TENN.

INFLAMED EYES Don't treat sore, inflamed smarting eyes with powerful drugs "dropped" in by hand. A soothing effective, safe remedy is best 25 cents—all druggists.
HALL & RUCKEL New York City
MITCHELL EYE SALVE

A KNOCKOUT FOR WARTS
NO SORENESS, NO SCAR
(TAKE NO OTHER) by Mail 50c
KAYO P.O. Box 788 S.F.

"Say It With Slogans!"

By ELMO SCOTT WATSON
Drawing by Ray Walters.

"EIGHT Years of Wall Street—Give Main Street a Chance."

Will that slogan help bring victory to the Democratic party in the Presidential campaign next year? The members of the Woman's National Democratic club hope that it will. Realizing the value of a good, snappy campaign slogan as a vote-getter, several months ago the club announced a prize contest as the means of securing a rallying cry for the Democratic party in 1928. Hundreds of catchy phrases were offered in the contest, but the one submitted by Mrs. Wilbur Hubbard of Chestertown, Md., was selected as the one most likely to offset the vote-getting powers of "Coolidge prosperity," which the Republicans are expected to emphasize.

Whether or not they have guessed right remains to be seen. There is no denying the power of a good slogan in a nation which thinks in terms of catchy phrases and one of whose popular deities is the great god, Advertising, who utters his Jovian wisdom in slogans. But to get a good slogan—ay, there's the rub!

Slogans have won elections even before the American public became "slogan conscious." Perhaps the earliest example of this was the political campaign of 1840. For 40 years (since 1800 when Jefferson was elected) the Democrats had been in power and the Whigs, the successors and heirs of the Federalists, had longed for the fleshpots of government power. They nominated Gen. William Henry Harrison, a veteran of the War of 1812, famous for his victory over the Indians at the Battle of Tippecanoe, but at the time of his election living on a frontier farm in Ohio. His running mate was John Tyler of Virginia and early in the campaign the battle cry of the Whigs became the "three T's"—"Tippecanoe and Tyler, too." The alliteration was pleasing to the ear of the voter, but even more effective was the symbolism of the Whig party. Harrison was known as "the Log Cabin candidate," because of his pioneer career in Indiana and in all of the campaign parades there appeared floats bearing a log cabin with a coonskin nailed on the walls and a barrel of hard cider standing beside the door. Both the symbolism and the slogan of Harrison's "log cabin and hard cider" campaign were such as would appeal most to the West, which had begun to rise to political power with the election of "Old Hickory" Jackson, and Harrison was swept into the White House by an immense majority over Martin Van Buren of New York.

Four years later the United States was involved in two disputes, one with Mexico over Texas and the other with Great Britain over Oregon. The Democratic party which stood for the "reoccupation of the Oregon country and the reannexation of Texas," went back into power with the election of James K. Polk of Tennessee, and by the time Polk had taken the oath of office the whole country was repeating the slogan, "Fifty-four Forty or Fight!" as the basis of our claims in the Oregon country. In the war with Mexico one of our victorious generals was Zachary Taylor and from an incident in the battle of Buena Vista there came a slogan which helped elect Taylor President in 1848. It was the famous "A little more grape, Captain Bragg" which struck the popular fancy. As a matter of fact what Taylor really said on that occasion was the laconic "Give 'em hell." But that didn't matter especially. The main thing was that the combination of the "grape" slogan and his nickname of "Old Rough and Ready" had much the same appeal as the Harrison combination in 1840.

Next to a good slogan a picturesque nickname apparently is a powerful factor in a Presidential election, as witness "Old Hickory" Jackson, "Old Tippecanoe" Harrison and "Old Rough and Ready" Taylor. Lincoln's military record was not one which had any special appeal but the pioneer symbolism of the "Rail-Splitter Candidate" and "Honest Abe," no doubt had something to do with his election. After the Civil war the nation honored another military hero when it elected "Unconditional Surrender" Grant and the Spanish American war produced the "Rough Rider" candidate in the election of 1904 when "Teddy" became President.

The Presidential aspirations of James G. Blaine were favored by the "Plumed Knight" and the "Rupert of Debate," nicknames as well as the tuneful "Blaine of Maine." These, however, were more than offset by "Nosey Blaine," "The Tattooed Man," and "Jim the Penman" (alluding to the famous Mulligan Letters) appellations. But the fatal thrust to his chances was applied when Rev. R. B. Burchard declared in a speech for Blaine that all conscientious Americans should vote the Republican ticket because the Democrats stood for "Rum, Romanism and Rebellion." Blaine did not hear him distinctly enough to repudiate this slur upon the religious belief of millions of Americans and the slogan which the Republicans had thus attempted to tack on to their opponents proved to be a boomerang and undoubtedly had something to do with Blaine's defeat by Cleveland.

When the political star of Woodrow Wilson rose into the ascendancy the power of the slogan was again demonstrated. In 1912 the appeal for "an honest dollar for an honest President" gave every American a chance to make an individual contribution to campaign funds and gave him an individual interest in politics. In the close race of 1916 who can say but that the slogan "He kept us out of war" swung the scales in favor of Woodrow Wilson over Charles Evans Hughes, even though the next six months saw us in the war? Although Wilson was as different from Roosevelt as two men can well be, like T. R. he had the gift of apt expression which the average American was quick to appreciate and appropriate. So "watchful waiting," "make the world safe for democracy" and "open covenants openly arrived at" became a part of the current speech.

When a war-weary and disillusioned world began to take stock of itself and learned again that there can be defeat in victory, the Presidential campaign of 1920 found America already eager to forget war and everything connected with war. So Warren G. Harding's "back to normalcy" slogan was one well-calculated to appeal to the popular fancy after all the turmoil of the past two years and anything savoring of calmness and serenity was looked upon with favor. So the American voters elected Harding, a calm man, who sat conferring with the "best minds" on the conduct of his "front porch campaign." Four years later the same appeal to the desire for calmness, for letting well enough alone, this time summed up in the slogan "Keep Cool With Coolidge," again won an election for the Republican party.

What will the spirit of the campaign of 1928 be—one of rest or unrest, satisfaction or dissatisfaction, and in the words of what slogan will that spirit be expressed? Will the slogan written by a Maryland woman help put a Democrat in the White House after eight years of Republican rule, will the country continue to "Keep Cool with Coolidge," and enjoy "Coolidge Prosperity," or will there be other standard bearers in both parties for whom new slogans will have to be coined? The answer to all of these questions will be written by History on the first Tuesday after the first Monday in November, 1928.

Radio's Great Service

Most of us think of the radio as a source of recreation or pleasure or information for ourselves. How many of us think what it may mean to some one less fortunate? An old lady in New York—and lady is the right word—who was formerly well-to-do but is now poor and a "shut-in," received a set as a present just before Christmas. An employee of the donor installed it for her. The first sound she heard was the notes of a violin solo, with an accompaniment. "It is the first music I have heard in years," she said, when it was ended. She had neither been physically able to go to a concert nor financially able to pay for a ticket. Marconi's greatest rewards are not in money.—Youth's Companion.

Distance's Lure

I have heard it said of a great painting, "Don't go too close to it." In order to get the best out of a picture, view it in the proper light, and from a distance. If you get too close a look, you will realize the rough way in which it is made. . . . I prefer (now) to also view women from a distance: never closer than four or five feet.—E. W. Howe's Monthly.

Two Kinds of Bores

The man who knows nothing and wants to find out everything is almost as big a bore as the man who thinks he knows everything and insists upon telling it.

Daddy's Evening Fairy Tale

by MARY GRAHAM BONNER

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MOSS POND

I must tell you the story about the regatta the bullfrogs gave on Moss pond.

On Top of the Highest Rock.

Moss pond was a beautiful pond down in the valley, surrounded by huge trees and lots of small shrubbery.

It was called Moss pond because for miles around there was nothing but moss. In the pond there were huge rocks, which were covered with moss also.

In the mornings Pappy Frog would get up on top of the highest rock and give his signal, which was:

"Goog-a-room, goog-a-room!"

Then Mother Frog and all neighbor frogs would get up.

And what time do you suppose Pappy Frog would get up?

Sometimes he would get up as early as three o'clock, and, oh, it would make the neighbor frogs so angry!

Of course Mother Frog and the little frogs didn't dare get angry, because Pappy Frog was so severe.

The morning of the regatta Pappy Frog got Mother Frog and the children to help him decorate his boat.

He was very quiet about it, as he didn't dare to wake up the other frogs that morning, for he was extremely proud and wanted his boat to look much finer than theirs.

Of course all the other frogs expected Pappy Frog to awaken them, and when they did wake up, very late, weren't they angry with Pappy Frog?

But they had no time to waste in telling him so, for they had to hurry and scamper to get their boats ready.

At last all was finished and an enormous gathering was present.

There were the moles, the toads, the squirrels, a few of the snakes—Mr. Copperhead, old Blacksnake and Mr. Gartersnake, for he was a neighbor and the Fairy Queen had seen to it that they were all friendly—and the chipmunks.

The frogs had built a bridge across the pond so the more favored of the guests could witness the regatta to better advantage.

Then began the sports.

There were sailing races, canoe races, high diving, swimming races, tub races and obstacle races.

But so many of the little frogs fell overboard in the boat races that most of the time was spent life-saving.

Pappy Frog was very proud of himself, because naturally his boat looked the best of all, and even after the races were over he sailed up and down the pond to get admiration.

The mother frogs had prepared a very fine banquet for all the guests, and the frog who had won the most races was put in the center of all, while the other frogs and guests stood up on their hind legs (if they had legs) and danced around the victorious one.

High Diving.

Pappy Frog did not feel hurt because he had not won the big prize, as he hated "stupid races," as he called them, and all he cared about was the looks of his boat and of himself.

So he, too, joined in all the praise for the prize-winner, and the regatta was voted a very jolly affair by all the guests.

Had to Fight Hard

It was Frank's first day at school. He came home with a distressed look on his face. Mother asked, "Well, Frank, how did you get along at school today?"

Looking solemn and sighing, he replied: "All right, but at recess them kids play harder'n I can fight."

Truth Will Out

Father—I hear your teacher has punished you. What was it for?

Son—I won't tell you.

Father—Then what is the punishment?

Son—I have to write "I must not smoke" 500 times.—Fliegende Blaetter, Munich.

What a Blessing

"Freddy," said the hostess before supper, "do you have grace at your house?"

"Yes," replied Freddy, without hesitation. "I heard a man with a bill tell dad the other day that he had 30 days' grace."

Just an Off Day

"Tommy, you can't seem to get anything right, today?"

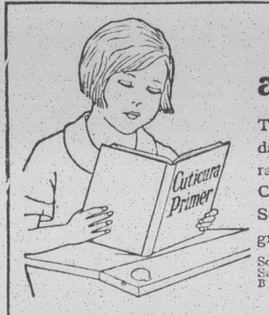
"The world's champions slump occasionally, sir," responded the office boy mildly.

Children Cry for

Fletcher's CASTORIA

MOTHER:— Fletcher's Castoria is a pleasant, harmless Substitute for Castor Oil, Paregoric, Teething Drops and Soothing Syrups, especially prepared for Infants in arms and Children all ages.

To avoid imitations, always look for the signature of Chas. H. Fletcher. Proven directions on each package. Physicians everywhere recommend it.



Childhood's Lessons affect the whole life

Teach your children to use Cuticura Soap daily to keep the skin clear. Soothe and heal rashes, eczemas and other irritations with Cuticura Ointment. Shampoo with Cuticura Soap to keep the scalp in a healthy, hair-growing condition.

Soap 25c. Ointment 25 and 50c. Talcum 25c. Sold everywhere. Sample each free. Address: "Cuticura Laboratories, Dept. B 3, Malden, Mass."

Cuticura Shaving Stick 25c.

The Likeness

She—You remind me of the sea.
He—Wild, romantic, relentless—
"No—you just make me sick."

Popularity

"A good chef gets more than a college professor." "Why shouldn't he? A lot more people take his courses."

BAYER

Genuine ASPIRIN

SAY "BAYER ASPIRIN" and INSIST!

Unless you see the "Bayer Cross" on tablets you are not getting the genuine Bayer Aspirin proved safe by millions and prescribed by physicians for 25 years.

DOES NOT AFFECT THE HEART

Safe — Accept only "Bayer" package which contains proven directions. Handy "Bayer" boxes of 12 tablets. Also bottles of 24 and 100—Druggists.

Aspirin is the trade mark of Bayer Manufacture of Monoaceticacidester of Salicylicacid

Badger holes and, to a lesser extent, prairie dog holes are harder on very young lambs than are coyotes, in the opinion of a number of forest rangers.

Ivory is properly the material of the elephant's tusks, but some rhinoceros horns and hippopotamus teeth find their way into the ivory market.

Here's Speedy Relief for Tender, Aching, Swollen Feet

Your Druggist Says Emerald Oil Must Give Complete Satisfaction or *Money Cheerfully Refunded.*

Your feet may be so swollen and inflamed that you think you can't go another step. Your shoes may feel as if they are cutting right into the flesh. You feel sick all over with the pain and torture and pray for quick relief. What's to be done?

Two or three applications of Moone's Emerald Oil and in fifteen minutes the pain and soreness disappears. A few more applications at regular intervals and the swelling reduces.

And as for Soft Corns and Callouses a few applications each night at bed time and they just seem to shrivel right up and scale off.

No matter how discouraged you have been with powders, footbaths or other applications, if you have not tried Emerald Oil then you have something to learn.

It's a wonderful formula—this combination of essential oils with camphor and other antiseptics so marvelous that thousands of bottles are sold annually for reducing varicose or swollen veins.

Every good druggist guarantees the first bottle of Moone's Emerald Oil. It must end your foot troubles or money back.

Betty Buzz stars in screen comedy

FLIT spray clears your home of flies and mosquitoes. It also kills bed bugs, roaches, ants, and their eggs. Fatal to insects but harmless to mankind. Will not stain. Get Flit today.

FLIT

DESTROYS
Flies Mosquitoes Moths
Ants Bed Bugs Roaches

"The yellow can with the black band"

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View Lot on Point Loma, 80x100; $1,400; $150 down, $20 monthly.

View Corner, $900; $50 down, $10 monthly.

Want a bargain see us.

THE MAY CO., 5009 W. Pt. Loma boulevard, Ocean Beach. Phone Bayview 0422.

STORE FOR RENT at 1886 Bacon stree, sixty feet from Newport avenue. Terms, $25 monthly, or will lease for three years at $30 per month. Interior 24x40 feet. Best location in Ocean Beach for merchandise establishment.

FOR RENT—$25 per month, choice 3-room modern cottage, furnished; permanent tenants. Wenrich and Warren, across from the Merry-go-Round.

FOR SALE—Radio and cabinet, in excellent condition. Very reasonable. 5069 Long Branch avenue.

FOR RENT—Cottage, 3 rooms and bath; completely furnished; adults only, $22 per month to permanent tenants. Call 4945 Del Monte Ave., Ocean Beach.

FOR RENT—Garage, $3 per month. FROIDE'S, 1868 Bacon street, Ocean Beach.

WANTED—Hear from owner ranch for sale. State cash price, particulars. D. F. Bush, Minneapolis, Minnesota.

Patronize Community Merchants

In order to insure prompt and proper publication of news notices of all societies, lodges, associations and other like gatherings, the chairman, secretary or head of such bodies are respectfully requested to send their news items direct to THE BEACH NEWS office on or before Thursday noon of each week.

Subscribe for "The Beach News."

One Dollar for One Year

Do You Know?

THAT this newspaper is officially legalized for the publication of CERTIFICATES OF INDIVIDUAL FICTITIOUS NAMES and any and all kinds of LEGAL NOTICES. The attention is particularly requested of beach business folks who believe in the patronage of home industry. Dollars and dimes sent away are gone beyond recall.

Subscribe for "The Beach News."

Please mention The Beach News in your dealings with the patrons of our advertising columns.

TO HOLDERS OF

SECOND LIBERTY LOAN 4¼ PER CENT BONDS

EXCHANGE OFFERING OF NEW TREASURY NOTES

Second Liberty Loan bonds have been called for payment on November 15th next, and no interest will be paid after that date.

Notice is given of a new offering of United States Treasury notes, in exchange for Second Liberty Loan Converted 4¼ per cent bonds. The new notes will be dated September 15, 1927, and will bear interest from that date at the rate of 3⅓ per cent. The notes will mature in five years but may be called for redemption after three years.

Interest on Second Liberty Loan Converted 4¼ per cent bonds surrendered and accepted in exchange will be paid to November 15, 1927. The price of the new issue of notes, is 100⅓. Holders surrendering Second Liberty Loan Converted 4¼ per cent bonds in exchange will receive, at the time of delivery of the new notes, interest on such Second Liberty Loan Converted 4¼ per cent bonds from May 15, 1927, to November 15, 1927, less the premium on the new notes issued.

Holders of Second Liberty Loan Converted 4¼ per cent bonds who desire to take advantage of this opportunity to obtain Treasury notes of the new issue, should arrange with their bank for such exchange at the earliest possible date, as this offer will remain open only for a limited period after September 15th.

Further information may be obtained from banks or trust companies, or from any Federal Reserve Bank.

A. W. MELLON,
Secretary of the Treasury.

Washington, D. C., September 6, 1927.

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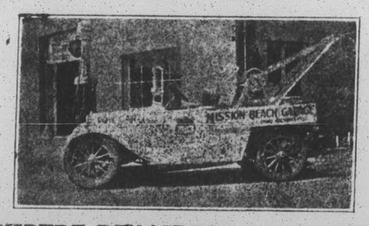

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KEEP ADVERTISING, AND ADVERTISING WILL KEEP YOU!

The Beaches Are Growing And So Are We!

Subscribe to "THE BEACH NEWS"—One dollar for one year.

My Vacation

Contributed to "The Beach News"
By JESSIE E. DUNBAR

Accompanied by my parents we left Los Angeles harbor, May 30, 1927 on the good ship Mongolia. We reached Balboa, Panama, June 7, 1927. The sights were very interesting in the old city of Panama. Most of the children in Panama go to the American schools that have been established there. They speak both the English and Spanish languages. Taking a ride through the country is wonderful. They have many odd fruits, some of which are similar to a persimon. One is called the Mango and it is quite bitter. When we came back from our country ride we went to the Plaza and then strolled the streets. We went into some of the stores and bought some souveniers. One of the most interesting buildings there is an old church. It was the first building built there. The altar is made of solid gold. During the Spanish-American war the Panamians covered the altar with mud and clay so to deceive the enemies. For if they didn't something it probably would have been destroyed. The next morning we left Balboa for the canal locks. We went through the first three sets of locks. Doing so we raised forty feet in each lock. Soon we were in the Culebra cut which is nine miles long. The scenery was beautiful. There was banana plantations and different kinds of trees and shrubbery. The next most interesting view was an artificial lake ninety feet up in the mountains. It had small islands covered with shrubbery, trees and flowers. We were soon in the last of the locks, in which we went down a certain number of feet instead of going up. It took thirteen hours going through the canal, three hours for going through the locks, ten hours for the rest. We stopped at Colon, Panama to take on passengers. No one was allowed to get off except those that had embarked there. It wasn't long before we were in the Caribbean sea. There we saw many large turtles swimming about. Once in a while we would see a school of porposies jumping in and out of the water. One of the most impressing scenes was a sunset. It was wonderful for the sky was clear, and not a cloud was to be seen. We reached Havana, Cuba, June 11, in the morning and took a drive through the city and the country. The most interesting sight was the old Morro Castle fortress which was used during the Spanish-American war.

We left Havana bay that night at 11 o'clock. The last few days on the ship passed quickly and before we knew it we were in New York harbor. We left the steamship and went through the Hudson Subway or tubes to Newark, N. J. There we stayed all night. The next day we took a train and went to Boston, Mass. From Boston we left with my uncle and drove through to Portland, Maine. We were in 88 cities and towns in Maine. Also in Lubec the most eastern point in the United States. While we were in Pennsylvania, New York, New Jersey and in all of the New England states. And even if they do have such beantiful scenery, I shall always think and say that California is the best and prettiest place after all.

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Don't Watch Mission and Ocean Beaches Grow—Grow With Them!

Subscribe to "The Beach News."

You Can't Go Wrong WHEN YOU BUY BEACH PROPERTY

Prosperity!—Feel it, talk it, know it—Advertise!

"BUY AT HOME"

COUNTY DEVELOPMENT

A meeting of the San Diego County DEVELOPMENT federation will be held at Del Mar on Tuesday evening, September 20. The committee will report on the proposed electrical ordinance, and the question of parks and playgrounds will also come up for discussion.

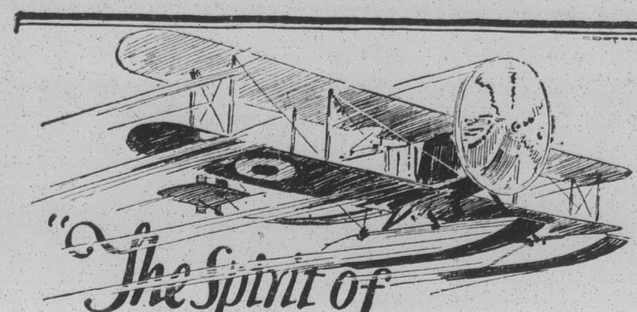
REPUTATION
IS
REPTITION

O O O

Persistent advertising is a reputation builder for any business man.

Keeping your name steadily before people impels them to think of your business.

Patronize Community Merchants



ESSENTIALLY a bank of the people and operated *only as a bank* for the exclusive benefit of its customers and stockholders—a combined group of more than 1,000,000 Californians, representative of every race, religious creed and political belief. Human, democratic, progressive, resourceful, broadminded, unselfish, and constructively conservative. Here is an institution for *everyone* in California.

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National Trust & Savings Association

Over One Million Depositors

OCEAN BEACH BRANCH

OFFICERS

F. E. MANNING, Manager
C. W. TOBEY, Asst. Manager

Loma Beach or Point Loma Beach?

(Continued from Page 1)

name, as there is no other beach on Point Loma.

So, I think that no other beach in San Diego, could achieve the particular prestige which will come to us as Point Loma beach. I would also like to ask, wouldn't the other beaches snap at the chance to get this name; to tell the world that they were Point Loma beach!

I believe that property values would undoubtedly greatly advance, thus stimulating business, under this name, which will add distinction and individuality to our beloved community, and by the name of Point Loma Beach we will be able to break the "jinx" which the name of Ocean Beach seem to have in the eyes of the rest of San Diego and other places.

Thus we would receive better recognition of our rights and would help us in more ways than one. I would like to hear what other property owners have to say in regards to this new name, for Ocean Beach. And also for the various civic organizations to get up a petition, to be sign by the property owners, and turned in to our honorable council of the city of San Diego, to change the name of the sud-division of Ocean Beach to Point Loma Beach, which I think would be one hundred per cent better.

POINT LOMA BEACH

The Intriguing Appetizer

By CAROLINE B. KING
Culinary Expert and Lecturer on Domestic Science

AN appetizer—just a mere bite of something especially pungent and tasty, attractively served and made as inviting as possible, is now served by most hostesses as the first course of the dinner, whether the latter be just a little dinner for friends, or a more formal affair. The appetizer may be of fruit, fish or vegetables, as one desires. Genuine Switzerland cheese, because of its aromatic alpine flavor and its peculiar adaptability for harmonizing with other foods, makes a most inviting appetizer.

Switzerland Pigs in Blankets:

Cut Switzerland cheese in strips one-fourth inch square and two inches long. Brush lightly with mustard and wrap each in a wafer thin slice of bacon. Place on a hot griddle or under the broiler and grill until the bacon is crisp. Serve on strips of freshly made toast, garnishing each strip with a sprig of watercress.

Cheese and Tomato Canapes:

Cut thinly sliced bread into rounds, toast one side and butter the untoasted side. Lay a slice of tomato on the buttered side, cover with a disk of Switzerland cheese, sprinkle with paprika and salt and place under the broiler or in a hot oven until the cheese is soft and slightly brown. Garnish with minced green pepper and pimiento.

Fringed Celery:

Cut celery stalks into two-inch pieces and fringe each end one half inch deep. Place in ice water for an hour, then drain and wipe dry. In the cavities of the celery place strips of Switzerland cheese which have marinated in French dressing for a few moments. Sprinkle with paprika and serve very cold.

Apple Sandwiches:

Slice a tart red apple very thin without peeling it, and cut each slice across; remove seeds; cut thinly sliced Switzerland cheese in the same way and put together between the apple slices, sandwich fashion, the pale yellow of the cheese showing between the red skin of the apple. Fasten with toothpicks and serve at once.

Toasted Cheese:

Toasted cheese make a tempting appetizer served before a Dutch lunch. Slice Swiss cheese in square pieces one-quarter inch thick, and toast under the broiler. Meantime heat saltines in the oven, place a square of cheese on each, brush lightly with mustard and top with a disk cut from canned pimiento.

Sardine Rose Canapes:

On six rounds of buttered graham bread, place a slice of tomato and a slice of Switzerland cheese. Skin and bone six sardines, mash well and then add one hard-boiled egg, finely chopped. Season with salt, pepper and paprika and moisten with mayonnaise. Place this pulp in a pastry bag and press through the rosette tube, placing a sardine rose on each round of cheese. Garnish with chopped parsley.

CHURCHES

CHRISTIAN SCIENCE SOCIETY
1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

Reading Room open Mondays, Thursdays and Saturdays from 2:30 to 4:30 p. m., except holidays.

FIRST BAPTIST CHURCH OF OCEAN BEACH
DeFoe Street at Santa Monica Ave
Rev. W. S. Dunn, Pastor

Bible School 9:45 a. m.
Morning service at 11 o'clock. Rev. W. S. Dunn will preach on "Do We Understand Jesus Christ?" Music by the choir.
Young People's meetings 6:45 p.m.
Song service at 7:30 p. m.
Sermon by Rev. W. S. Dunn, "The Value of Self-Interest." Anthem by the choir.
Tuesday, 6 p. m., girls' club.
Wednesday, 7:30 p. m., prayer meeting.
Thursday, 7:30 p. m., choir rehearsal.
Friday, 7:15 p. m., Boy Scouts.
You are cordially invited to meet with us in the services of the church.
Go to Church Sunday.

SACRED HEART CATHOLIC CHURCH
Cor. DeFoe St. and Saratoga Ave.
Rev. P. C. Santy, Pastor

Ocean Beach—Sundays, Mass at 8:30 a. m. Sunday school at 9:30. Rosary and Benediction of the Blessed Sacrament at 7:30 p. m. Week-day Mass at 8:00 a. m.

Roseville—Sundays, Mass at 10. Sunday school at 10:30. Mass at 8 every first Saturday of the month.

UNION CONGREGATIONAL CHURCH
(Corner Defoe Street and Santa Monica Avenue)
F. J. Stoetzel, Pastor.

Sunday school 9:45 a. m.
Morning service at 11 o'clock.

NEW TRINITY CHAPEL
John B. Osborn, L. R. in charge.

Sunday school at 9:45 a. m.
Morning prayer at 11 o'clock.

Phone or send your orders for PRINTING, from the smallest card to a poster, to The Beach News, for service and satisfaction.

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It's all in "The Beach News."
Only One Dollar for One Year

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By Postmaster H. K. Rankin

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Money Order Department—8 a.m. to 5:30 p.m.
Mail arrives and is distributed 10:30 a.m. and 4:30 p.m.
Mail departs 10:15 a.m. and 4:15 p.m.
Sundays and holidays, mail departs 10 a.m.
Mail closes 10 a.m. and 4 p.m, or 15 minutes before daily departure.
Windows not open on Sundays.

PENINSULA MASONIC LODGE
No. 620, F. & A. M.

Stated meetings first Thursday in each month at Masonic Hall, 5019 Newport avenue, Ocean Beach, Calif.

O. B. POLICE SUB-STATION
Abbott St., near Santa Monica Ave.
Phone Bayview 0431
Sergeant Geo. W. Churchman;

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1967 Abbott Street

Hours—Monday, Wednesday, Saturday—2:00-8:00 p. m.
Tuesday, Thursday, Friday—2:00-5:00 p. m.

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